



New Zealanders' Perceptions of Asia and Asian Peoples 2016 Annual Survey

Comment from the Executive Director

The Asia New Zealand Foundation has been investing in this annual survey since 1997. This represents almost 20 years of data and it reveals a great deal about New Zealanders' readiness and ability to engage and succeed in Asia.

This is important and we need to care. New Zealand's prosperity hinges on the success of our engagement in Asia - no more so than for our children. By 2038 one in five New Zealanders will be of Asian descent and in Auckland this figure will be one in three. Our family connections with Asia are increasing and it's an attractive destination for tourism, education and work experience. Asia is our neighbour and home to our most valuable trading partners. It is a technology and design powerhouse and a driver of popular culture.

We'll miss out on valuable opportunities in the region if we don't have the confidence to engage and build relationships there. The opportunities are much greater than a place to sell our meat and milk.

While eight out of ten New Zealanders say that Asia is important to New Zealand in economic and social terms, two-thirds of us say that we know little or nothing about Asia.

The Foundation team was keen to better understand this lack of confidence in our knowledge about Asia. New Zealanders engage with Asia and Asian peoples at an unprecedented level - be it the colleagues they work or study with, the products they consume, the foods they eat or the news they read. Is it a case, we wondered, of the more you know, the less you think you know?

This seems to be what 2016's data is telling us. Breaking the numbers down, there is a sizeable number of New Zealanders (one in four) who have what we call a 'conscious lack of knowledge' - they don't back themselves in their knowledge of Asia. They say they have limited knowledge of Asia and have limited involvement with Asian cultures. So we collectively have work to do in addressing this confidence deficit.

We also know there is a demand for more knowledge. Our survey tells us that eight in ten New Zealanders say that school children should learn a language other than English. Just over half of those think it should be Chinese, closely followed by Te Reo Māori. Over a fifth identify Japanese. Yet the learning of Asian languages in our secondary schools fell by 29 percent in the decade to 2015. Knowledge of languages will help to build global citizens who can develop relationships with their neighbours.

Our research has consistently told us that knowledge of and experience with Asia and Asian peoples goes hand in hand with more positive attitudes towards Asia. The Asia New Zealand Foundation provides the tools to give New Zealanders the confidence to thrive in Asia.



Simon J Draper
Executive Director
Asia New Zealand Foundation

Context

This report presents the results of a survey of the general public in New Zealand, conducted during late July and early August 2016. The survey interviewed a random sample of 1,000 New Zealanders aged 15 years and over. The results have been weighted so they are representative of New Zealanders by key demographics such as age, gender, household size, ethnicity, and location.

The following topics, issues, and media reports occurred shortly before survey fieldwork and may have contributed to New Zealanders' perceptions:

- Media reports of increased migration in 2016
- Media reports about an increase in tourist numbers from China
- The average house price reaching \$1 million in Auckland
- Asian property speculators supposedly influencing this increase in house prices
- The Brexit vote, when just over half voted for the United Kingdom to leave the European Union
- News about free trade agreements with China, Indonesia, and other Asian countries

It should be noted that survey fieldwork occurred during the presidential campaign in the United States of America. However, fieldwork was completed before the election of Donald Trump as President.

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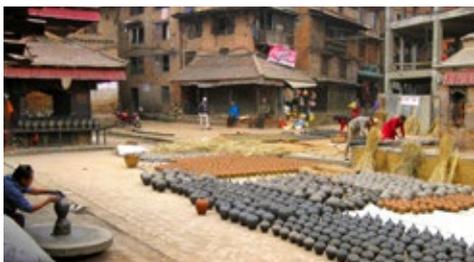
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Hanoi, Vietnam

Knowledge of Asia and perceptions of Asia's importance

This section looks at New Zealanders' knowledge of Asia, how they get their knowledge, and how this affects their views of Asia and people who identify as Asian.

Key findings

35%

Although most viewed Asia as important, New Zealanders had relatively low levels of self-assessed knowledge about Asia. **Only about a third said they knew a fair amount, or a lot, about Asia.** This was lower than the self-assessed knowledge of Australia, Europe, the South Pacific, and North America.

As in previous surveys, we found that **knowledge about Asia went hand in hand with more positive feelings about Asia** and people who identified as Asian.

8/10

More than eight in ten believed it was important for New Zealand to develop cultural and economic ties with Asia.

Confidence

The 2016 survey sought to understand why New Zealanders lack confidence in their engagement with Asia and Asian peoples. Some contributors to our follow-up qualitative forum did not feel confident about their own knowledge of Asia. **They believed that their limited knowledge only 'scratched the surface' and felt there was a lot more to learn.**

Most New Zealanders think Asia is important to our future and are optimistic about the impacts of interactions with the Asian region

Our interviewers provided everyone taking part in the research with a consistent definition of Asia:

"When I talk about Asia or Asian countries, I will be talking about Asia as a whole. This includes countries in South East Asia, for example Thailand, Indonesia, and Malaysia, countries in South Asia, for example Pakistan, India, and Sri Lanka, and countries in North Asia, for example China, Japan, and North and South Korea."

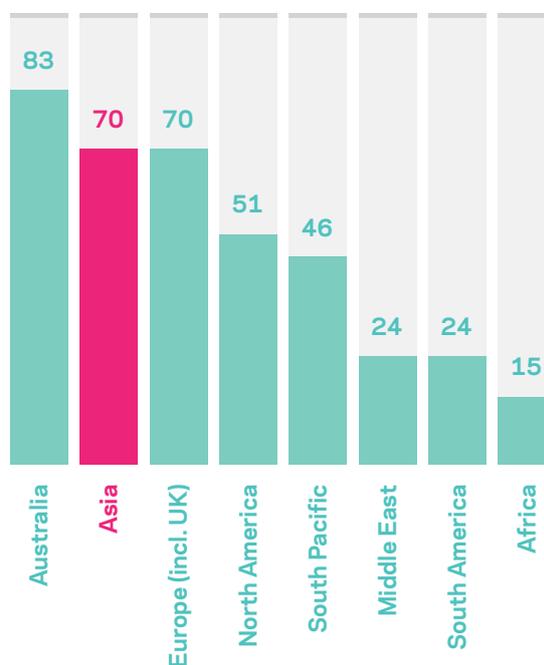
Once respondents understood the definition of Asia, they were asked to rate its importance to New Zealand's future (alongside the importance of various other prominent countries and regions in the world).

Asia was viewed as one of the most important regions for New Zealand's future. Seventy percent thought Asia was important to New Zealand's future, 83 percent viewed Australia as important, and 70 percent viewed Europe as important. Other regions such as North America, the South Pacific, and the Middle East tend to be viewed as less important.

Similarly, most New Zealanders (84 percent) agreed that developing cultural and economic ties with the peoples and countries of Asia is important for New Zealand.

Figure 1, Chart 1
Importance of other regions/countries to New Zealand's future in 2016

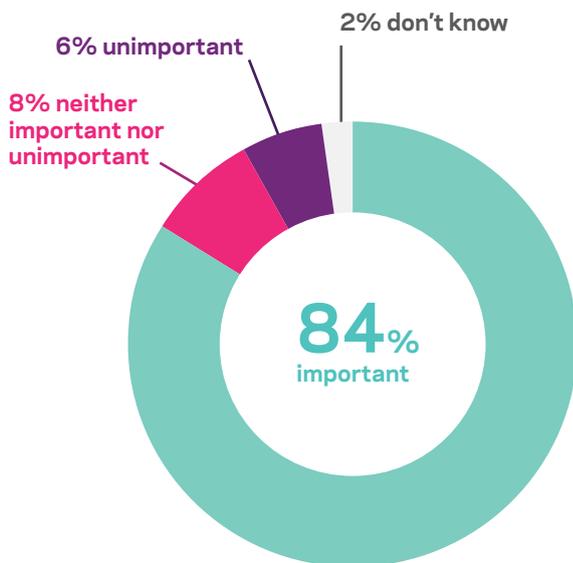
Percentage of New Zealanders who gave an importance rating of 4 or 5 (out of 5)



Source: Q2a
Base: All New Zealanders, excluding those who said don't know (n=965 to 990)

Figure 1, Chart 2
Importance of developing cultural and economic ties with the peoples and countries of Asia in 2016

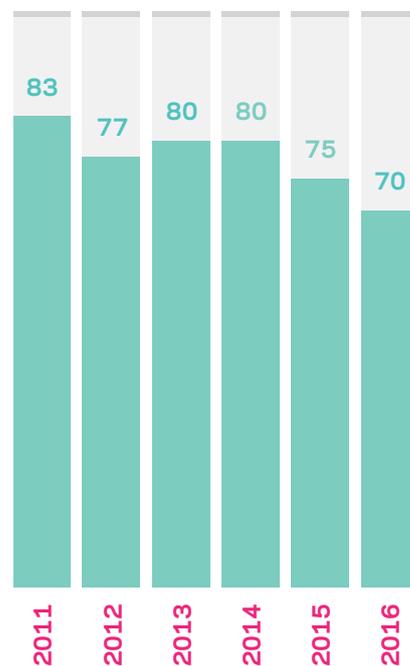
How important or unimportant do you think it is for New Zealand to develop cultural and economic ties with the peoples and countries of Asia?



Source: Q2c
Base: All New Zealanders (n=1,000)

Figure 1, Chart 3
Importance of Asia to New Zealand's future

Percentage of New Zealanders who gave Asia an importance rating of 4 or 5 (out of 5) since 2011



Source: Q2a
Base: All New Zealanders, excluding those who said 'don't know' (n=963 to 994)

The perceived importance of Asia has decreased in the last three years (80 percent of New Zealanders viewed Asia as important in 2014; this decreased to 75 percent in 2015, and decreased again to 70 percent in 2016). It remains to be seen whether this will become a long-term trend.

The perceived importance of different regions appears to fluctuate more than most other measures included in our survey – which may reflect the impact of media coverage about global events and international affairs. For example, there is no detectable trend in the perceived importance of Europe to New Zealand’s future, but its importance did significantly increase between 2015 and 2016 (from 64 percent to 70 percent), which may reflect the fact that survey fieldwork was conducted one month after the Brexit vote.

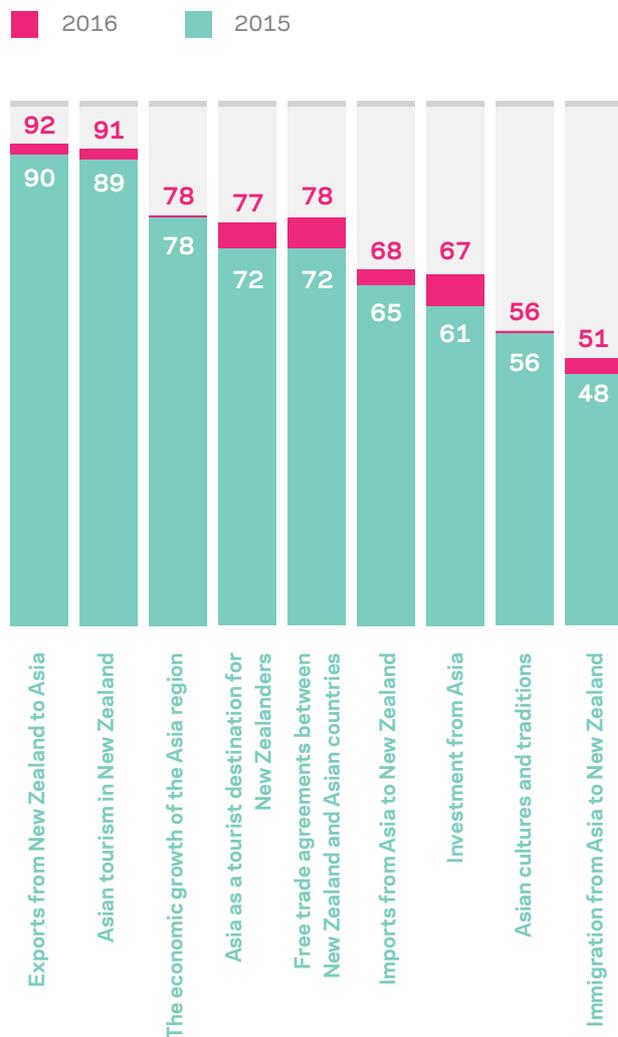
In 2016 most New Zealanders were optimistic about the impacts that continued relationships with Asia will have on our country’s future. Nine in ten viewed exports from New Zealand to Asia, and Asian tourism in New Zealand, as being beneficial for New Zealand.

New Zealanders tended to be more positive about the impacts of Asia than they were in 2015. Compared with 2015, a higher proportion responded positively about the impacts of free trade agreements between Asia and New Zealand, tourism to Asia, and investment from Asia.

It should be noted that survey fieldwork occurred prior to the election of Donald Trump as President of the United States of America, who has voiced opposition to international trade agreements such as the Trans-Pacific Partnership.

Figure 2
Impact of a relationship with Asia (2016 and 2015 findings)

Percentage of New Zealanders who say each factor will have a positive impact on New Zealand in the next 10 to 20 years



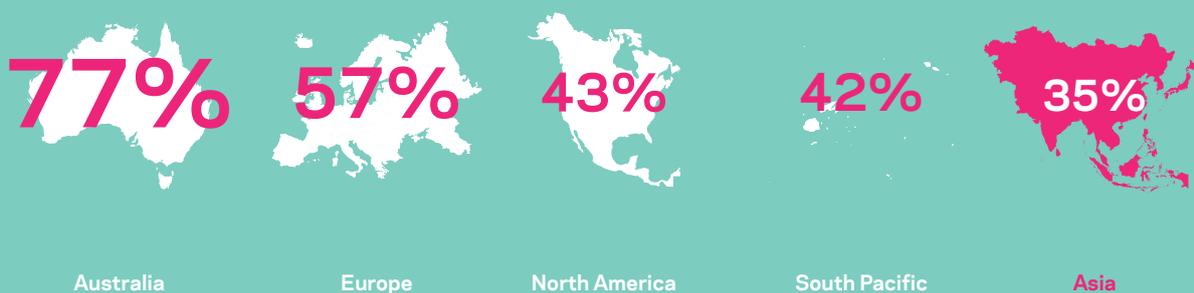
Source: Q2b
Base: All New Zealanders, excluding those who said 'don't know' (n=952 to 1000)

Although New Zealanders consider Asia to be important, their self-assessed knowledge of Asia is relatively low

Although most New Zealanders considered Asia to be important to our future, only about a third (35 percent) reported that they had at least a fair amount of knowledge about Asia. As Figure 3 shows, this is lower than their self-assessed knowledge of Australia, Europe, the South Pacific, and North America.¹

Figure 3
Knowledge about Asia and other regions

Percentage who know a fair amount or a lot about each region



Source: Q1a(iii)

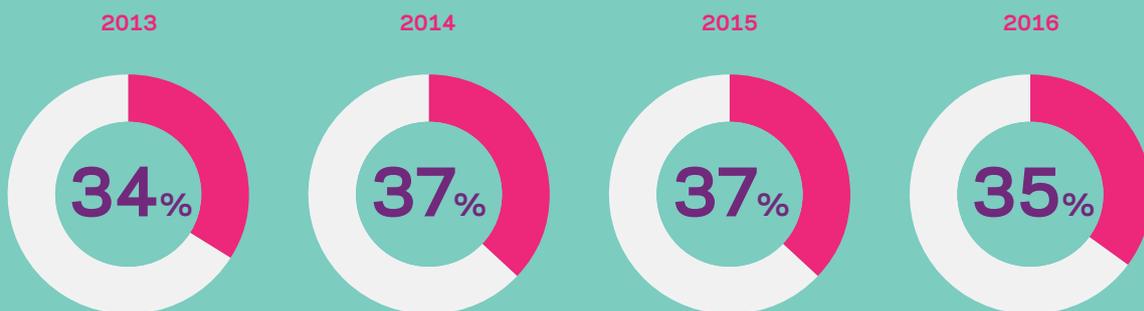
Base: All New Zealanders, excluding those who said 'don't know' (n=996 to 1,000)

¹ It should be noted that we only investigated self-assessed knowledge in the research; we did not investigate 'actual knowledge' (for example, we did not ask respondents to name facts or complete a knowledge quiz about Asia).

As Figure 4 shows, self-assessed knowledge of Asia has remained consistently low since the survey started tracking this measure in 2013.

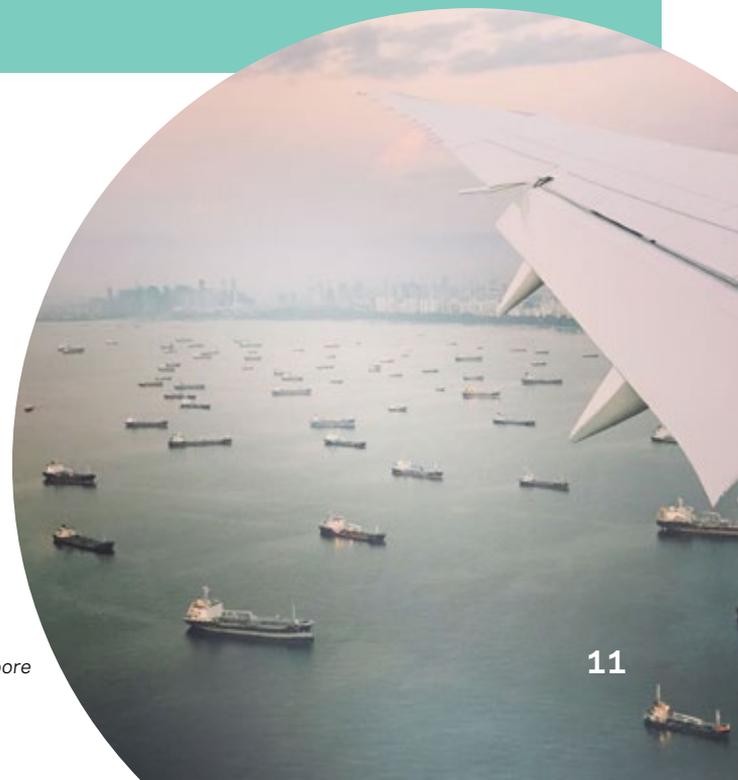
Figure 4
Self-perceived knowledge of Asia

Percentage of New Zealanders who know 'a lot' or 'a fair amount' about Asia



Source: Q1a (iii)
Base: All New Zealanders, excluding those who said 'don't know' (n=995 to 1,000)

We probed research participants for the reasons behind their survey answers in an online qualitative forum conducted after survey fieldwork. A significant number had personal connections with Asia but lacked confidence in their knowledge of Asia. The qualitative forum findings are discussed at the end of this section (please see page 57).



Who has higher self-assessed knowledge about Asia?

- Self-assessed knowledge of Asia was highest in urban areas

Residents in urban areas were more likely than average to report at least a fair amount of knowledge about Asia (40 percent cf. with 35 percent overall). Hamilton, Wellington, and Auckland had the highest levels of self-assessed knowledge (47, 43, and 40 percent respectively). These are the three urban areas with the highest concentration of Asian peoples according to population projections by Statistics New Zealand.²

Those living rurally or in small towns were less likely than average to report that they had a fair amount of knowledge about Asia (27 percent cf. with 35 percent overall).

- Asian respondents and those born outside New Zealand had higher levels of self-assessed knowledge about Asia

Respondents identifying with an Asian ethnicity were more likely to say they knew at least a fair amount about Asia (68 percent, cf. 31 percent of those not identifying with an Asian ethnicity). There were no significant differences in self-assessed knowledge among other ethnic groups.

Nearly half (47 percent) of those born outside New Zealand³ reported that they knew at least a fair amount about Asia; this compares with 31 percent of people born in New Zealand.

Figure 5
Self-reported knowledge of Asia

Percentage who know 'a lot' or 'a fair amount' about Asia



Source: Q1aiii
Base: Residents in each location, excluding those who said 'don't know'

2 See Statistics New Zealand: Subnational Ethnic Population Projections: 2013 (base)-2038.

3 Those born outside New Zealand comprise Pacific, European, Asian, and other ethnic identities.

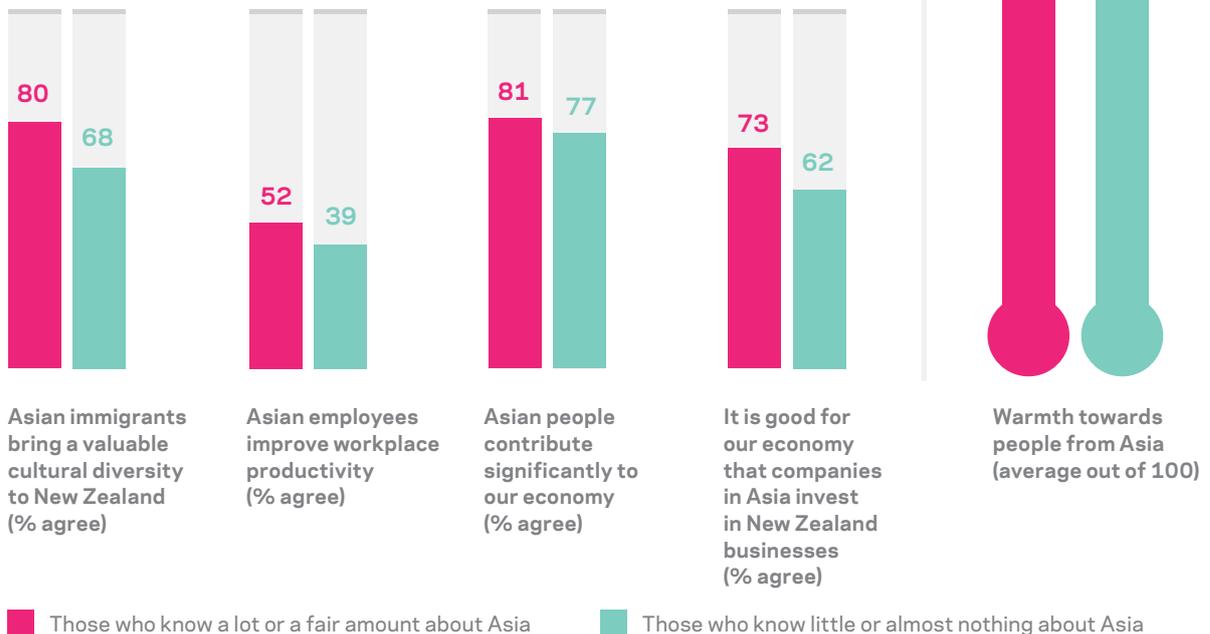
Self-assessed knowledge of Asia goes hand in hand with positive views about Asia

Self-assessed knowledge about Asia goes hand in hand with more positive feelings about Asia. Those who felt they knew at least a fair amount about Asia felt greater warmth towards people from Asian countries. They also had more positive attitudes about the contribution that Asian peoples and Asian companies make to New Zealand. Figure 6 shows how views differed between those with high self-assessed knowledge and those with low self-assessed knowledge.



Figure 6
Link between knowledge of Asia and positive feelings about Asia

Knowledge, feelings and attitudes



Source: Q1a(iii), Q5a and Q1b

Base: Those who know about Asia (n=316 to 347) and those who do not (n=570 to 649)

Research participants believed that building knowledge grows objectivity and reduces negative attitudes towards people who identify as Asian

The online qualitative forum explored the impacts of knowledge on perceptions of Asian culture and people who identify as Asian. Contributors in the forum agreed that low knowledge of Asian culture, and of people who identify as Asian, generates negative perceptions. In particular, they felt ignorance creates untruths and prejudices.

"Only a 'little' knowledge is a dangerous thing. Ignorance is the platform for prejudice."

Fair amount of knowledge, a lot of involvement. Male, 70+ years old, New Zealand European

"What we hear in the media forms our knowledge and hence our perceptions of Asia and Asian people. More often than not these media outlets don't do a good job at telling the truth... we see stories about foreign investors driving up our average housing price and therefore New Zealanders start to lose respect for Asia and Asian people and they start to treat them differently."

A lot of knowledge, fair amount of involvement. Male, 18-19 years old, Indian



At the other end of the spectrum, there was general consensus that increased knowledge supported New Zealanders' engagement with Asian culture and with people who identify as Asian.

Some also described how greater exposure to, and increased knowledge and understanding of, Asian culture result in a range of economic and cultural benefits for New Zealand.

"The more we know the less we are likely to maintain our prejudices as this comes from ignorance."

A little knowledge, fair amount of involvement. Female, 50-59 years old, Māori

"The more we learn we can start to understand how much people from these countries can bring to our country in terms of trade, new skills and technology, and also cultural experiences such as the Lantern Festival, and also a diversity of foods and drinks."

A little knowledge, fair amount of involvement. Female, 50-59 years old, Māori

"I think actually knowing people and understanding their heritage allows for more tolerance/acceptance of our differences."

A little knowledge, fair amount of involvement. Female, 40-49 years old, New Zealand European

"When you feel positive about people it is easier to build relationships with them, which is especially important when attempting to build economic and cultural relationships."

"I think on the whole, meeting people from other countries breaks down barriers of fear and racism."

Fair amount of knowledge, fair amount of involvement. Female, 60-69 years old, New Zealand European

Fair amount of knowledge, fair amount of involvement. Female, 60-69 years old, New Zealand European

Diwali Festival, Auckland, New Zealand



New Zealanders gained knowledge of Asia from personal connections and from a wide range of information sources

The follow-up qualitative forum also explored how people form their knowledge about Asia. As identified in the 2015 survey report, New Zealanders gain knowledge of Asia through a variety of sources. Often this involves direct interactions with people who identify as Asian, such as friends, family, neighbours, colleagues, and teachers/students, and experiences gained through travel and education. Personal connections, either in the past or currently, tend to leave a strong impression.

"I have had family friends of Asian descent most of my life. I consider them to be family. I have learnt a little bit about their culture by experiencing some of their food at gatherings."

A little knowledge, a lot of involvement.
Female, 40-49 years old, New Zealand European

"One of my team leaders at work is from Hong Kong and he has told me a little bit about the culture and the way things are done."

Not much knowledge, not much involvement. Female, 40-49 years old, New Zealand European

"I'm part Chinese (and also part Scottish and part Italian!), but born in New Zealand. I have found that learning and experiencing other cultures is so special - I have been to Hong Kong twice and both times I was provided with a strong connection to this part of my culture."

A little knowledge, fair amount of involvement. Female, 35-39 years old, Chinese

"I travelled to Japan twice as a student... I attended a Japanese high school and was immersed in Japanese culture. It was a fantastic experience and taught me a lot about the hospitality of the Japanese people."

A little knowledge, hardly any involvement. Female, 25-29 years old, New Zealand European

Other sources of knowledge include the media, books, magazines, and documentaries. Sometimes this information is sourced proactively (for example, through reading about Asia) and sometimes it is received reactively (for example, through watching TV news).

"Normally learn by just reading newspapers... I read about sport... there are a number of examples of successful sport people - I can think of two New Zealanders of Asian ethnicity that are doing very well and succeeding... Danny Lee and Lydia Ko."

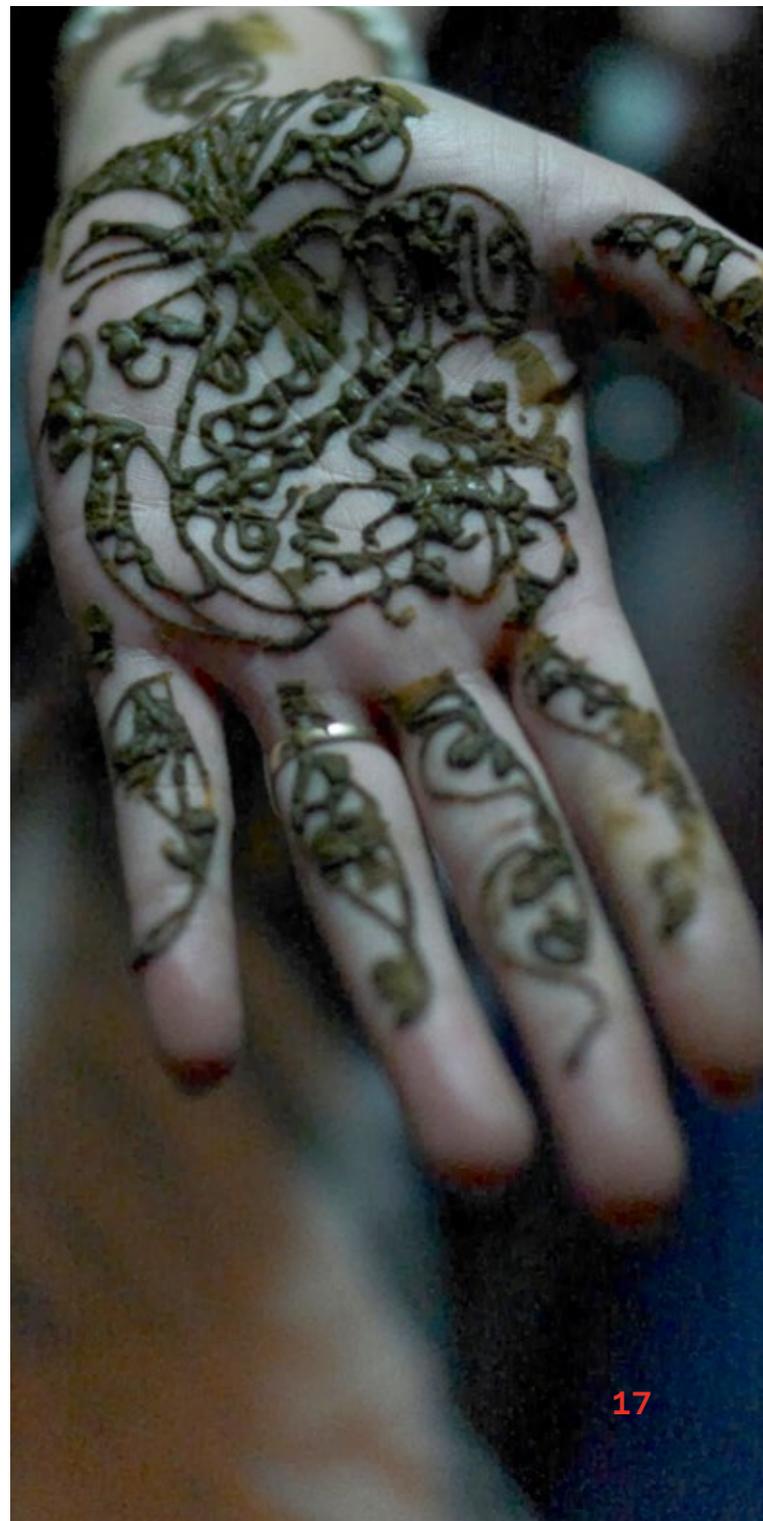
Fair amount knowledge, fair amount of involvement. Male, 30-34 years old, New Zealand European

"My favourite type of novel is historical novels and particularly those with an Asian flavour to them."

A little knowledge, fair amount of involvement. Female, 50-59 years old, Māori

"The only way I learn about Asia is by reading news media and watching TV news."

A little knowledge, not much involvement. Male, 70+ years old, New Zealand European



Henna hand painting, India

There is a significant segment of the population who have personal connections with Asia but lack confidence in their knowledge of Asia

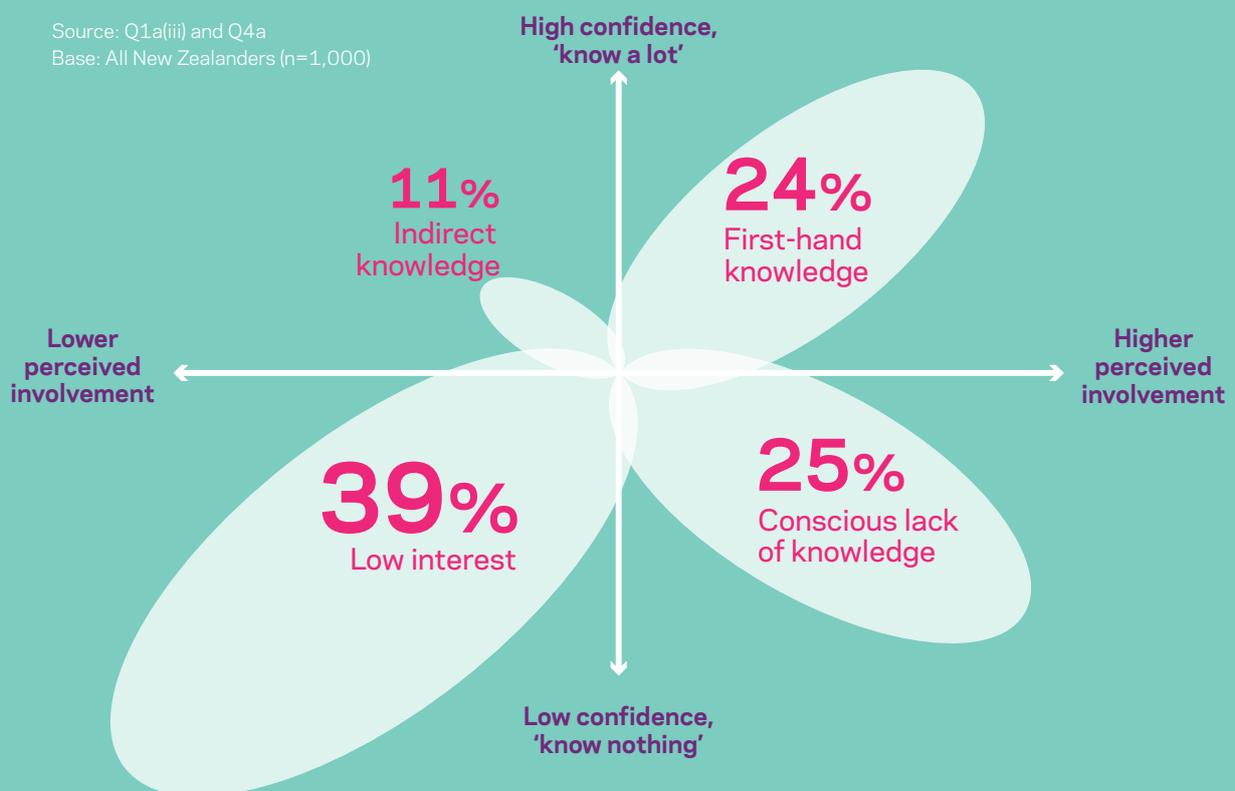
Some people appear to be more 'confident' about their knowledge of Asia than others. Some people also appear to have more personal 'involvement' with Asia, and with people who identify as Asian, than others. But the research suggests that the two are not always connected.

To help explain the range of findings from the research, we used the framework on page 19. It identifies four ways that people think about their knowledge of, and involvement with, Asian culture and with people who identify as Asian.



Figure 7
 Framework illustrating how confidence interacts with involvement

Source: Q1a(iii) and Q4a
 Base: All New Zealanders (n=1,000)



The vertical axis shows a continuum of people's self-assessed knowledge about Asia and people who identify as Asian - from those who believe they know a lot (i.e. they have 'high confidence') to those who feel they know nothing (i.e. they have 'low confidence').

The horizontal axis shows a continuum of people's perceived levels of personal involvement with Asian culture and with people who identify as Asian - from 'hardly any' involvement to 'a lot'.

The framework is simply a way to describe the research findings. In reality people sit along a spectrum of knowledge and involvement, and their positions are likely to change as a result of new information and new experiences.

It should be noted that this framework is largely driven by the qualitative research forum conducted after the survey (illustrative quotes in this section are taken directly from the forum). The relative size of each group is approximated from survey questions about perceived involvement and self-assessed knowledge. We infer that 'confidence' is linked to self-assessed knowledge based on the qualitative research; however, a further survey would be required to measure confidence more precisely and confirm the size of each group in the overall population.

First-hand knowledge (higher knowledge, higher involvement)

24%
**First-hand
knowledge**

In the survey, nearly one-quarter (24 percent) of New Zealanders said they knew a fair amount, or a lot, about Asia and also felt they had a fair amount, or a lot, to do with Asian culture or with people who identify as Asian. According to the survey data this group is more likely than average to contain males, those aged 30 to 39, people with Asian ethnicity, those born outside New Zealand, and those living in urban areas (Auckland especially). Please refer to Appendix C for a full demographic profile of this segment.

We describe this group as having 'first-hand knowledge' of Asia - the qualitative research suggests that this group tends to be very confident in their own knowledge of, and engagement with, Asia

Perceptions about their level of knowledge are influenced by their day-to-day interactions, and close relationships, with people who identify as Asian. These relationships are likely to be with family members through marriage (e.g. in-laws), close friends, and colleagues.

Those in the first-hand knowledge group have a greater depth of engagement than others with people who identify as Asian. They are interested in discussing Asian culture within their networks. This enables them to learn about Asian culture, and also means they can share their knowledge with others.

"I have an ongoing opportunity to talk with Asian family and friends, both in their countries and in New Zealand about their perspectives, interests and concerns. Experiencing and accepting a 'different' way of looking at things I find rewarding. This includes the cultures of Chinese, Thai, Korean and Japanese people."

Fair amount of knowledge, a lot of involvement. Male, 70+ years old, New Zealand European

This segment actively researches Asian culture.

"In my opinion Asia is the most interesting continent on this planet. This has made me read textbooks and do studies on Asia for uni and high school assignments. I also read articles that come up from time to time in the New Zealand Herald... The research I've done on Asia over the years has given me a huge amount of knowledge on Asia and Asian people."

A lot of knowledge, fair amount of involvement. Male, 18-19 years old, Indian

They often report extensive travel, work, or study experiences in Asian countries.

"I have learned about Asia mostly through the Asian exchange students at my school from countries such as Korea, Vietnam, and China who I have made friends with. I have also learned about Asia through Geography classes and visiting Bali where we travel each year."

Fair amount of knowledge, a lot of involvement. Male, 15-17 years old, New Zealand European



India Gate, New Delhi, India

Conscious lack of knowledge (lower knowledge, higher involvement)

25%

Conscious lack of knowledge

A quarter (25 percent) of New Zealanders said they knew only a little, or nothing, about Asia but also said that they had a fair amount, or a lot, to do with Asian culture or with people who identify as Asian. According to the survey data this group is more likely than average to contain females, those aged in their 40s, and those living in Auckland (and, to some extent, people with Pacific ethnicity). Please refer to Appendix C for a full demographic profile of this segment.

We describe this group as being 'conscious' about their lack of knowledge about Asia. The qualitative research suggests that people in this group have personal connections with Asia but lack confidence when it comes to assessing the extent of their own knowledge

People in the lower knowledge, higher involvement group find the experience of discovering other cultures enriching. During the research, they discussed a genuine interest in learning about other cultures; for example, during travels to Asia, they took time to interact closely with local residents.

"As an adult I have travelled through South East Asia (Indonesia, Malaysia, Singapore and Thailand). I have also travelled through India, Nepal and China. I travelled by backpacking, so this involved spending a lot of time with locals, either through travelling or in some cases staying in their homes."

A little knowledge, fair amount of involvement. Female, 50-59 years old, Māori

Some also discussed the close relationships they have with friends and colleagues who identify as Asian.

"I have travelled to Bangkok, Singapore, Hong Kong and China and so I had exposure through travel. Another is through work, I have had quite a few work colleagues of Asian heritage so it is interesting to chat with them and understand their heritage."

A little knowledge, fair amount of involvement. Female, 40-49 years old, New Zealand European

Despite their engagement with people who identify as Asian and with Asian culture, they still felt that they lacked knowledge about Asia. This was often because they were aware of the richness and diversity of Asian cultures and they felt their own level of knowledge only 'scratched the surface'.

"Asia is a huge place. I feel like a few experiences here and there does not give a complete image of all the different people and cultures within Asia."

A little knowledge, fair amount of involvement. Female, 25-29 years old, New Zealand European

Similar to the language barrier, some considered it difficult to understand all aspects of another culture when they were experiencing it through their own filters.

"Having travelled through a few Asian countries as well as many others, I feel that you can never really understand what it is to be from another culture. You can only imagine as you cannot help but see the world through your own lens."

A little knowledge, fair amount of involvement. Female, 50-59 years old, Māori

"I do know a little about Asia...I feel even having travelled there, there is still plenty more I could learn."

A little knowledge, fair amount of involvement. Female, 40-49 years old, New Zealand European

Although we did not explore actual knowledge (for example, by 'testing' knowledge) during the qualitative forum, we hypothesise that those in the lower knowledge, higher involvement group may understand more about Asian culture than they give themselves credit for.

There was also a sense that an inability to speak a relevant Asian language is a barrier to truly understanding the culture and its people.

"Asia is such a huge place with so much to know. I don't think I know more than the obvious in many cases. I don't speak any other language than English and I think to begin to know a culture you need to speak the language."

A little knowledge, fair amount of involvement. Female, 50-59 years old, Māori



Shanghai, China

Low interest (lower knowledge, lower involvement)

39%
Low interest

Making up 39 percent of New Zealanders, this group said they had limited knowledge about Asia and limited involvement with Asian culture or with people who identify as Asian. According to the survey data this group is more likely than average to contain those aged 70 and over, those with New Zealand European or Māori ethnicity, those born in New Zealand, and those living in towns and rural areas. Please refer to Appendix C for a full demographic profile of this segment.

Judging by responses in the forum, this group tends to have a 'low level of interest' in finding out about Asia and a very low level of confidence about their knowledge of Asia.

People in this group may have visited Asian countries, but less extensively than some of the other groups. And while they may have visited, this does not necessarily mean they engaged much with the people or the culture.

"I have travelled in Asia, but don't really know much about their culture."

A little knowledge, hardly any involvement.
Female, 70+ years old, other ethnicity

They may also have low knowledge levels because they have not had the opportunity to engage with people who identify as Asian.

"I think that I don't know much about Asia because I have no close Asian friends who could tell me about their culture and their country."

A little knowledge, not much involvement.
Male, 70+ years old, New Zealand European

When they do have the opportunity to engage with people who identify as Asian, it can be only a distant connection via other people (such as through a partner or friend).

"I met with a lot of Asian people through my wife's work, as well as time in shopping centres, as well as shops when I have been going to purchase goods of some sort, travels around Auckland as well as other parts of the country."

No knowledge, hardly any involvement.
Male, 50-59 years old, New Zealand European

"My husband works with a couple of Asian people and I have met them. The language can sometimes be a problem. Up until a couple of years ago there were not very many Asian people living in our region."

No knowledge, hardly any involvement.
Female, 60-69 years old, New Zealand
European

People with lower knowledge and lower involvement appear to be uninterested in learning more about Asia.

"I don't know much about Asia, as I have never been there. The only thing I know is what I have seen on TV, and what I see I don't like. Most of it seems to be very congested, as well as smoggy. Admittedly, there will be places that are good, but for me, no thanks. Seems to be very over populated as well."

No knowledge, hardly any involvement.
Male, 50-59 years old, New Zealand
European

Their level of indifference, coupled with their lack of close relationships with people who identify as Asian, means they currently learn very little about Asia.



Indirect knowledge (higher knowledge, lower involvement)

11%

Indirect knowledge

Finally, 11 percent of the population reported that they knew a fair amount, or a lot, about Asia and yet said they had not much, or hardly anything, to do with Asian culture or with people who identify as Asian. According to the survey data this group is more likely than average to contain males, those aged 60 and over, those living in the upper South Island, and those living in provincial cities. Please refer to Appendix C for a full demographic profile of this segment.

The qualitative research suggests that although this group has limited personal connections with Asia, they have a reasonable degree of confidence in their knowledge about Asia

In contrast to people who say they have more to do with Asian culture, this group's knowledge is mainly formed by indirect interactions, for example learning about Asian locations in secondary school geography or via other people who have visited Asia.

"I learn from knowing where places are when others talk about them. Understanding the positions of all the Asian countries and learning the major features in each country."

Fair amount of knowledge, not much involvement. Female, 70+ years old, New Zealand European

"I was at school and studied several countries for College Geography. Secondly from friends and family who have travelled in Asia. I have several colleagues who are teaching in China and Japan. We are in contact, sharing our living experiences... also through daily news programmes on TV plus travel programmes."

Fair amount of knowledge, not much involvement. Female, 70+ years old, Māori

This group does have some interactions with people who identify as Asian, but often they are through more distant relationships, for example through teaching Asian children or purchasing from Asian businesses.

"We have a teaching hospital close by and there are lots of Asian students there."

Fair amount of knowledge, not much involvement. Female, 50-59 years old, New Zealand European

This group has learned about Asia and Asian culture indirectly, mainly through education and the media, rather than through direct personal experiences with people who identify as Asian. However, they feel this learning qualifies them as being 'knowledgeable' about Asia.



Auckland Lantern Festival, New Zealand

Changing perceptions and contributing factors

This section of the report discusses New Zealanders' perceptions of Asia and feelings towards people who identify as Asian.

When the survey was last conducted, in 2015, there was considerable public debate and a media focus on Asian investment in the housing market. These issues appeared to be less pronounced in 2016.

Two-thirds (66 percent) of respondents recalled hearing, reading, or seeing information or media coverage about Asia-related events, issues, or people during the period leading up to fieldwork. This is a decline from the high level of recall recorded in the 2015 survey (75 percent).

Key findings

58%

Fifty-eight percent recalled negative coverage about Asia-related events, issues, or people (which is down from 67 percent in 2015).

About half (52 percent) recalled positive coverage. As in 2015, the public debate surrounding Asian investment in property and land was the most commonly recalled issue, with many specifically mentioning coverage about the housing shortage in Auckland.

Feelings of 'personal warmth' towards people from a number of Asian countries or regions increased very slightly on 2015 (the increase ranged from 1 to 3 degrees on a scale of 0-100). New Zealanders said they felt most warmly towards people from Japan (72 degrees).

Perceptions that the nation is feeling 'cooler' towards people from Asia decreased in 2016 (to 36 percent, down from 44 percent in 2015).

However, this measure remains high compared with when this question was first asked in 2009 (when less than a fifth perceived that New Zealanders were feeling cooler towards people from Asia).

Views about the extent of Asian investment in New Zealand were mixed. Around half agreed that Asian people are responsible for rising house prices, and that New Zealand is allowing too much investment from Asia (49 and 45 percent agreed respectively).

Contributors to our follow-up qualitative forum felt **comfortable with Asian investment into New Zealand tourism, technology, infrastructure, business, and education.** However, some were concerned about the impact on prices for New Zealanders arising from Asian investment in housing, land, and farms. Some also believed that the benefits of this type of investment will largely move offshore.

Optimism

Optimism about the impacts of relationships with the Asian region increased in 2016. Compared with 2015, a higher proportion anticipated positive impacts arising from free trade agreements between New Zealand and Asian countries (78 percent, up from 72 percent in 2015), Asia as a tourist destination for New Zealanders (77 percent, up from 72 percent), and investment from Asia (67 percent, up from 61 percent).

Influences on public perceptions

This section discusses New Zealanders' awareness and interpretation of information about Asia, either from the news media or through other sources.

Recall of Asia-related issues in the media declined in 2016

Two-thirds (66 percent) of New Zealanders recalled seeing, hearing, or reading information or media coverage about Asia-related events, issues, or people during the period leading up to fieldwork. This is a decline from the high level of recall recorded in the 2015 survey (75 percent).

The proportion of New Zealanders who did not recall any information or media coverage about Asia increased to 30 percent, up from 22 percent in 2015.

The effect of Asian investment in the New Zealand housing market was the most commonly recalled Asia-related issue

Over half (51 percent) of those who recalled Asia-related events, issues, or people mentioned business and economic issues when describing what it was they had seen, heard, or read. Although business and economic issues still dominated recall, the proportion mentioning this type of coverage was lower than in 2015 (51 percent, down from 66 percent in 2015).

As in 2015, most of those recalling business or economic issues tended to describe coverage about the New Zealand housing shortage and Asian people buying houses or investing in land in New Zealand. Although housing-related stories remained prominent, the proportion describing this type of coverage declined (22 percent in 2016, down from 37 percent in 2015).

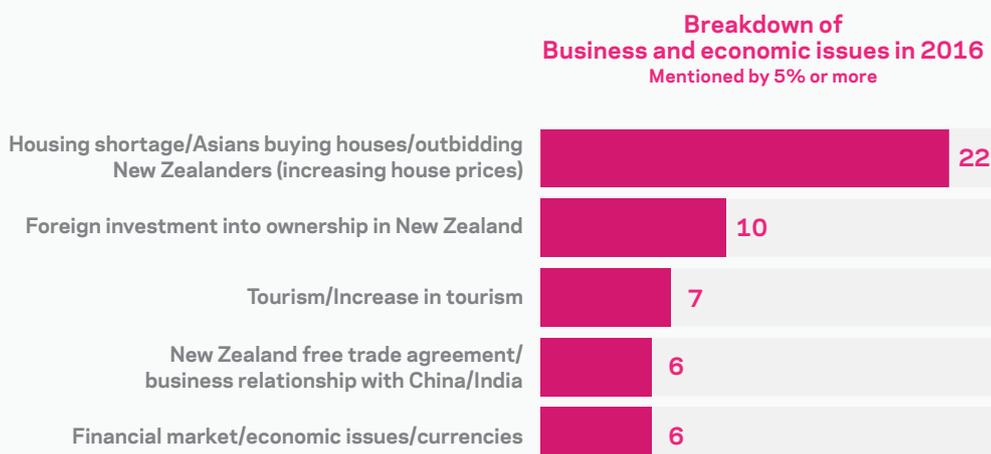
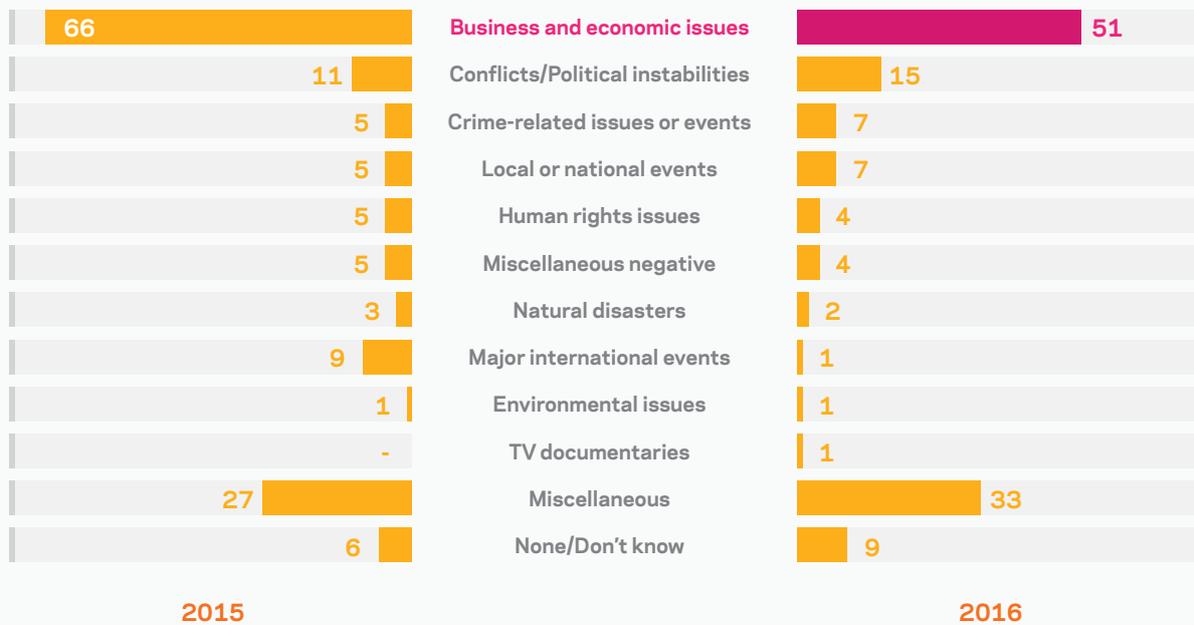
Specific examples of business and economic issues provided by survey respondents were:

- Asian property speculators supposedly pushing up house prices in Auckland, contributing to a housing crisis.
- The partnership between Ray White Real Estate and a major Chinese real estate business, which will entail New Zealand properties for sale being marketed to China.
- News about free trade agreements with China, Indonesia, and other Asian countries.
- The economic situation in China and other Asian countries.

Figure 1
Recall of media in the previous three months

What people have seen, heard, or read about Asia-related events, issues or people in the previous three months

Source: Q3c
Base: Those who recalled seeing, hearing, or reading something about Asia in the previous three months (n 2015=757, n 2016=657)



Coverage of Asia-related issues was perceived as less negative than in 2015

Survey respondents were asked whether the tone of the recent coverage of Asia-related issues was mostly positive or mostly negative. About half (52 percent) recalled positive coverage and 58 percent recalled negative coverage, which is down from 67 percent in 2015 (when the public debate about Asian investment in the housing market was more prevalent).

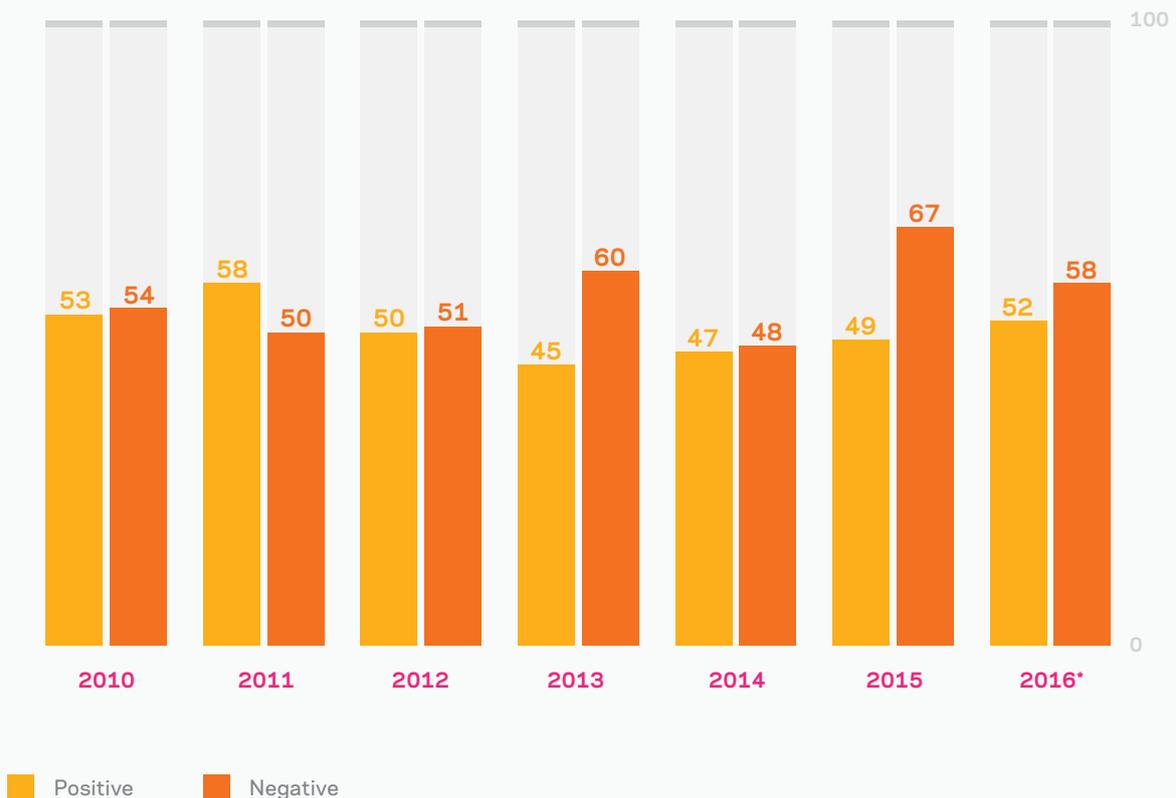
The proportion who recalled positive coverage of Asia-related issues or events was not significantly different in 2016 (52 percent, up only slightly from 49 percent in 2015).

Figure 2
Asia in the media

Percentage seen, heard, or read anything positive or negative about Asia-related events, issues, or people in the last three months

Source: Q3a and Q3b
Base: All New Zealanders (n=1,000)

* This difference from 2015 is statistically significant



New Zealanders' perceptions in 2016

This section discusses New Zealanders' perceptions of Asia and Asian peoples in 2016.

New Zealanders became more optimistic about the benefits of relationships with Asia in 2016

A strong majority of New Zealanders appreciated the importance of Asia to New Zealand's future, and saw the potential benefits of exports to Asia and Asian tourism in New Zealand. New Zealanders tended to be more optimistic about these benefits in 2016 than they were in 2015. Compared with 2015, a higher proportion anticipated positive impacts arising from free trade agreements between New Zealand and Asian countries (78 percent, up from 72 percent in 2015), Asia as a tourist destination for

New Zealanders (77 percent, up from 72 percent), and investment from Asia (67 percent, up from 61 percent).

Furthermore, over nine in ten said that exports from New Zealand to Asia, and Asian tourism to New Zealand, will have positive impacts on New Zealand. Levels of agreement with these latter two statements increased slightly on 2015 but the changes were not statistically significant.

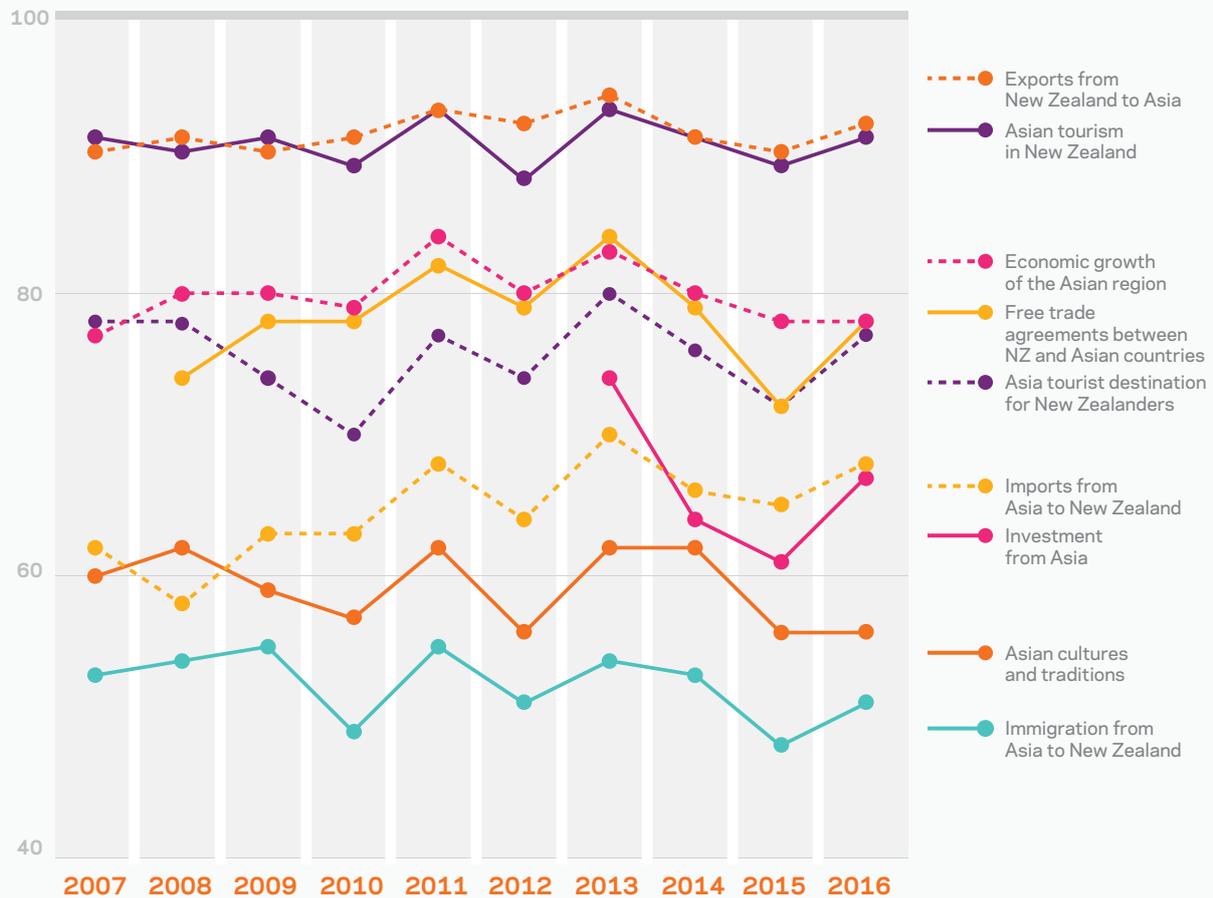
Views were more mixed about the impact of immigration and the impact of Asian cultures and traditions. Just over half (51 percent) of New Zealanders were positive about the long-term benefits of immigration from Asia to New Zealand, and 56 percent were positive about the benefits of Asian cultures and traditions.



Figure 3
Benefits of a relationship with Asia

Percentage of New Zealanders who say each will have a positive impact on New Zealand in the next 10 to 20 years

Source: Q2b
Base: All New Zealanders, excluding those who said 'don't know' (n=957 to 991)



The proportion who think New Zealanders are feeling 'cooler towards people from Asia' has decreased but remains high compared with seven years ago

In 2016, more positive views about the growing importance of Asia for New Zealand's future were coupled with a reduction in the proportion who perceived that New Zealanders have 'cooler feelings' towards people from Asia (36 percent perceived that the nation is feeling 'cooler' towards people from Asia, down from 44 percent in 2015).

However, this measure remains high compared with historical standards. As Figure 4 shows, less than a fifth perceived that New Zealanders were feeling cooler towards people from Asia in 2009. At that time almost six in ten believed that New Zealanders felt 'no different' about

people from Asia. Since 2009 there has been a general upward trend in the proportion saying that 'New Zealanders are feeling cooler towards people from Asia' (up from 18 percent in 2009 to 36 percent in 2016).

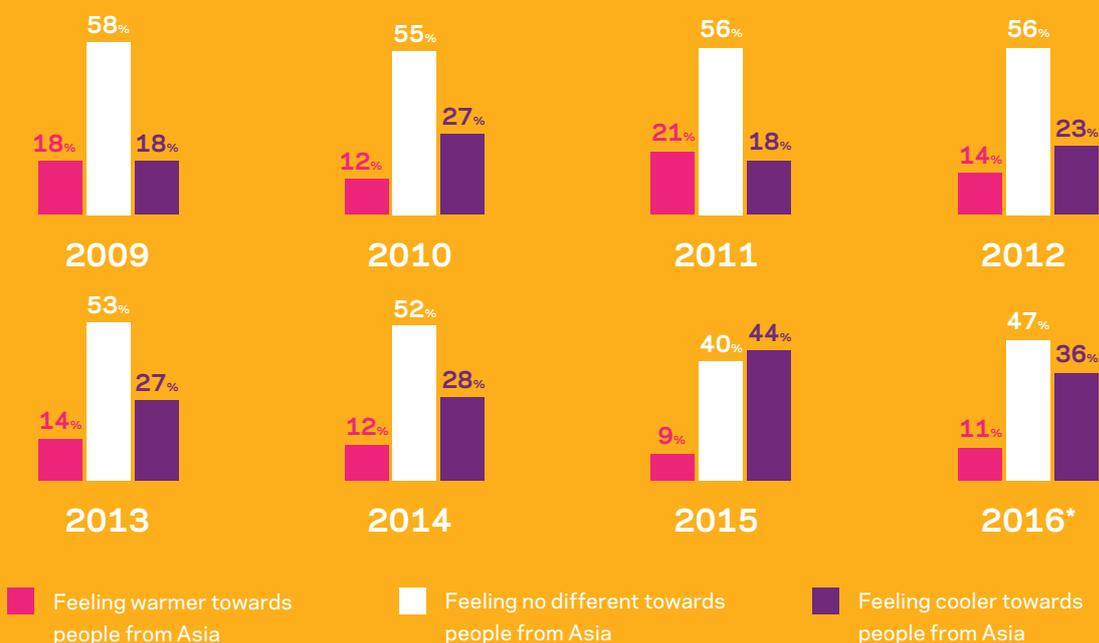
Elsewhere in this report we highlight that knowledge of Asia, and involvement with people who identify as Asian, have remained relatively stable over the past five years, so it is perhaps surprising to observe a long-term trend in perceptions about New Zealanders feeling 'cooler' towards people from Asia. This may relate to the impacts of media coverage. As Figure 2 on page 31 shows, in recent years people have tended to recall more negative coverage than positive coverage - but this was not the case at the beginning of the decade (when coverage was perceived to be more balanced).

Figure 4
Perceptions about sentiment of
New Zealanders towards people from Asia

Percentage who think that New Zealanders feel 'warmer/cooler/no different towards people from Asia compared with 12 months ago'

Source: Q1c
Base: All New Zealanders (n=1,000)

* This difference from 2015 is statistically significant



Most people felt relatively warm towards people from specific Asian countries

Feelings of 'personal warmth' towards people from a number of specific Asian countries or regions (including Japan, India, South East Asia, and China) increased very slightly between 2015 and 2016. The increase tended to be between 1 and 3 degrees on a scale of 0-100. New Zealanders felt most warmly towards people from Japan (72

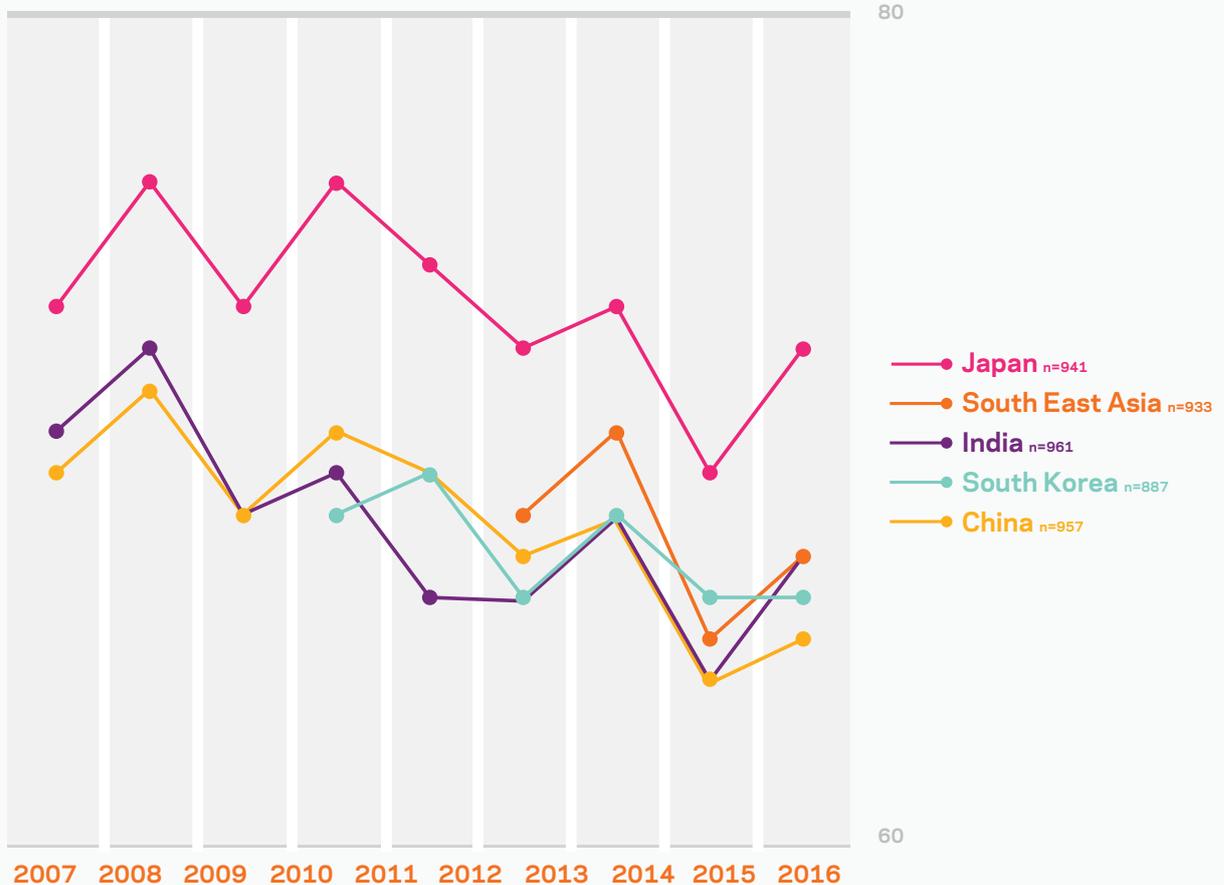
degrees). The average warmth for other Asian countries or regions ranged from 65 degrees to 67 degrees.

Respondents most commonly cited being more accepting of Asian people (25 percent), being more familiar with Asian people (21 percent), and having a better understanding of Asian people or culture (19 percent) as reasons for warmth towards people from Asia.

Figure 5
Personal feelings of warmth towards people from Asia

Average warmth felt by New Zealanders towards people from specific Asian countries or regions

Source: Q1b
Base: All New Zealanders, excluding those who said 'don't know' or refused



Public views about investment from Asia

This section focuses on New Zealanders' views about investment from Asia and Asian buyers in the New Zealand housing market. We also discuss the types of Asian investment that New Zealanders feel comfortable with (or uncomfortable with).

Views on Asian investment in New Zealand were mixed, but a growing proportion believed there is too much investment

Two questions in the survey track public opinion surrounding Asian investment and the impact of Asian buyers on the housing market.

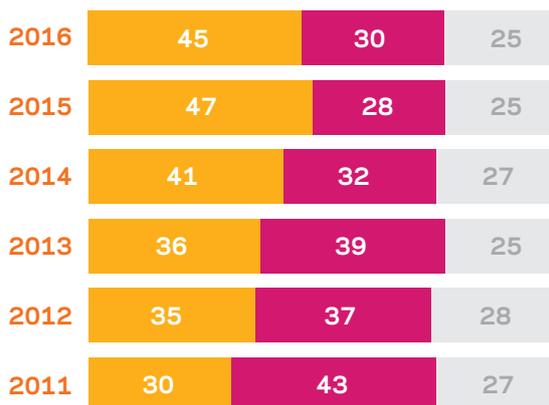
Forty-five percent of New Zealanders agreed that New Zealand is allowing too much investment from Asia. Levels of agreement were similar in 2015. However, as Figure 6 shows, there has been an upwards trend in agreement with this statement over the past five years (only three in ten New Zealanders agreed that there was too much investment from Asia in 2011).

Similarly, just under half agreed that Asian people are responsible for rising house prices (largely unchanged since 2015). We do not have a long time-series for this question, but agreement levels have increased since this question was first asked in 2013.

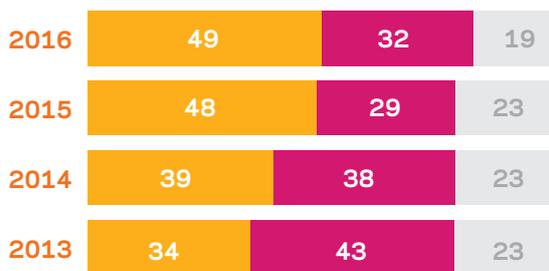
Figure 6

Views about investment and the contribution Asian people have made to rising house prices

New Zealand is allowing too much investment from Asia



- Percentage agree New Zealand is allowing too much investment from Asia
- Percentage disagree New Zealand is allowing too much investment from Asia
- Percentage don't know or neutral



- Percentage agree Asian people are responsible for rising house prices
- Percentage disagree Asian people are responsible for rising house prices
- Percentage don't know or neutral

Source: Q5b
Base: All New Zealanders (n=1,000)

Concern about the impact of Asian buyers on house prices is greatest in Auckland, Hamilton, and provincial cities

Given the public debate around growing house prices, and news that the average home value in Auckland grew to over \$1 million in 2016⁴, it is perhaps unsurprising that Auckland residents were more likely to be concerned about this issue than those living in other regions. Over half of Auckland residents agreed that Asian people are responsible for rising house prices.

Unlike previous surveys, over half of the respondents in Hamilton (54 percent) also agreed with this statement – which may reflect growing coverage of Auckland buyers influencing large increases in property prices in Hamilton.⁵

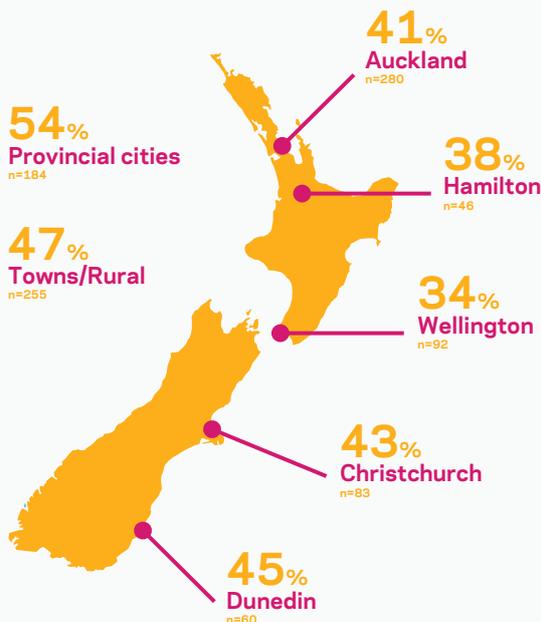
Agreement that New Zealand is allowing too much investment from Asia was highest among residents of provincial cities and small towns. This may be due to lower self-assessed knowledge and lower involvement with Asian peoples and cultures in these areas (see pages 25 and 41), meaning people are more likely to form opinions based upon what they see in the media.

Figure 7
By location

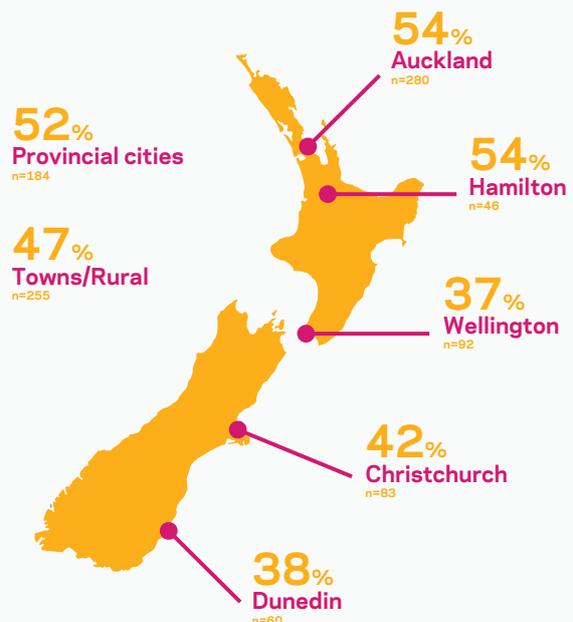
Percentage in each location who agree with each statement

Source: Q5b
Base: Residents in each location

New Zealand is allowing too much investment from Asia



Asian people are responsible for rising house prices



4 See, for example, the New Zealand Herald article 'It's happened: Auckland house values top \$1m' 6 (September 2016): www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=11704482

5 See, for example, the New Zealand Herald article 'Hamilton's real estate market hot with Auckland buyers' (14 March 2016): www.nzherald.co.nz/business/news/article.cfm?cid=3&objectid=11605389

Other demographic differences

The following groups were more likely to agree that Asian people are responsible for rising house prices:

- Those aged 40 years or more (51 percent, cf. 44 percent of those under 40 years).
- Those with annual household incomes between \$30,000 and \$50,000 (61 percent, cf. 49 percent of all New Zealanders).

The following groups were more likely to agree that New Zealand allows too much investment from Asia:

- Females (50 percent, cf. 39 percent of males).
- Those aged 50 years or more (48 percent, cf. 42 percent of those under 50 years).
- Those with annual household incomes between \$30,000 and \$50,000 (56 percent, cf. 45 percent of all New Zealanders).



Devonport, Auckland, New Zealand

People recognised the need for foreign investment into our country

Generally, contributors to the online forum acknowledged that we need some level of foreign investment into our country. Essentially, investment is needed to grow.

"All nations require inward investment, whether first or third world. Without it, a national economy would shrink and die being reliant only on what it could produce, being consumed amongst its own national population. Immigrants generally bring capital with them, as well as skills; overseas companies bring employment and development."

A little knowledge, a lot of involvement.
Female, 60-69 years old, other ethnicity

"We are too small a country at present and more people will improve our internal economy and give our small businesses a better chance of survival."

A lot of knowledge, a lot of involvement.
Male, 60-69 years old, New Zealand European

However, contributors believed that the level of foreign investment needs to be monitored and/or moderated. There was concern that over-investment will disadvantage New Zealanders and our country.

"Whilst NZ needs investment to grow, we also need to ensure that OUR citizens are not being disadvantaged and that OUR economy, both internally and internationally, is gaining substantially from the overseas investment."

A lot of knowledge, a lot of involvement.
Male, 60-69 years old, New Zealand European

The type of investment influences New Zealanders' perceptions of Asian investment into our country

Contributors to the forum were comfortable with Asian investment into New Zealand tourism, technology, business, and education. Investment in these sectors was seen to benefit New Zealanders by growing our economy through additional funds and jobs, and increased skills.

"Investment in tourism, education and businesses is to New Zealand's advantage, as there is direct spinoff to the greater economy and to nearby Kiwi owned businesses."

A lot of knowledge, a lot of involvement.
Male, 60-69 years old, New Zealand European

"Investing in technology or business employs Kiwis and educates our people and provides capital for growth."

A lot of knowledge, fair amount of involvement. Male, 50-59 years old, New Zealand European

"New Zealand is seen as very good country for students coming from China and India. I think this is very positive for the economy. Compared with Asian countries I know of, students can get a good education here, get value for money, in a safe place. New Zealand's image of 'clean green' goes a long way to attract tourism and students. We have an image of being honest, being a positive and accepting society, and we are the only true bicultural society."

A lot of knowledge, a lot of involvement.
Male, 35-39 years old, Chinese

Given the size of our population and the resulting tax take, contributors were also comfortable with foreign investment into our national infrastructure. Without the additional funds from investment, contributors believed we would lack sufficient funding for our national infrastructure.

"Being such a small country with a low level of population, taxation will never provide enough to maintain the national infrastructure. In Auckland alone, transport development can only ever look at small scale investment, which is wholly inadequate in dealing with a rapidly rising population."

A little knowledge, a lot of involvement.
Female, 60-69 years old, other ethnicity

However, contributors were less comfortable with Asian investment into our housing, land, and farms. They were concerned that this drives up prices, making housing, land, and farms unaffordable for many New Zealanders.

"I believe that Asian investment in land and property is having a huge impact on New Zealand families being able to afford it. Asian countries are investing in property and land, which is increasing the prices making some people unable to afford it."

Fair amount of knowledge, a lot of involvement. Male, 15-17 years old,
New Zealand European

They also expressed concern that profits and capital gains from this type of investment will move offshore, providing no advantages for New Zealand.

"Foreign investment in non-productive assets like housing is just plain wrong, because any capital gain just leaves the country."

A lot of knowledge, fair amount of involvement. Male, 50-59 years old,
New Zealand European

"What I am not comfortable with is Asian investment in our farms and buying our land, especially large blocks and farms. We have people, farmers, who are capable and able to buy these blocks and farm them, keeping all the profits from that land in New Zealand."

Fair amount of knowledge, not much involvement. Female, 70+ years old, Māori



Auckland Diwali Festival performers, New Zealand

Being equipped with information about the extent of Asian investment had a limited impact on perceptions

Contributors to the online forum were provided with the following information:

In 2013 to 2014, approximately 59 percent of foreign direct investment into New Zealand came from North America, Australia, and Europe. Of the Asian countries, China contributed around 14 percent, and Japan, Hong Kong, Malaysia, and the Philippines contributed smaller percentages.

Some contributors said they were aware of the different levels of investment. Others were surprised by these statistics, and believed Asian investment into New Zealand was higher. They felt their original perceptions had been created by media.

"No. I had no idea of the percentages of foreign investments. I always thought that the Chinese contribution was much higher. Perhaps that perception comes from the fact that news of the high housing prices in Auckland seems to centre around the fact that many Asians are trying to purchase homes and they are being accused of pushing the house prices up."

A little knowledge, not much involvement.
Male, 70+ years old, New Zealand European

"I guess this goes to show how the media have brainwashed me, along with many others, by only focusing and reporting on investments made by Asians and avoiding even mentioning investments made by North America, Australia and Europe."

A lot of knowledge, fair amount of involvement. Male, 18-19 years old, Indian

Aware or not, this information did not appear to significantly change their perceptions about Asian investment into New Zealand. Contributors questioned, or were sceptical about, whether the information compared 'apples with apples'. There was a tendency to believe that investment from North America, Australia, and Europe is in New Zealand tourism, education, and business - that is, the types of investment that contributors were comfortable with. Asian investment into New Zealand was perceived to be in the types of investment they were less comfortable with, such as housing, land, and farms.

"Yes I was aware of this. The problem is that, in my view, the investment is skewed with Americans and Europeans investing in businesses, and Asians buying up houses and land."

A lot of knowledge, fair amount of involvement. Male, 50-59 years old, New Zealand European

"I thought that most foreign investment was from Asia (specifically China), and had no idea 59 percent came from North America, Australia and Europe. It doesn't really change my views, because I believe Asia is mostly interested in New Zealand's property and land, while the other foreign investors are interested in other aspects."

Fair amount of knowledge, a lot of involvement. Male, 15-17 years old, New Zealand European



Night market, Beijing, China

Involvement with Asian peoples and cultures

This section looks at perceived involvement with people who identify as Asian, how this has changed over time, and how involvement is linked to positive attitudes about Asian immigration, Asian people, and Asia's contribution to the New Zealand economy.

Key findings

50%

Half of New Zealanders said they have at least a fair amount of involvement with Asian peoples or cultures. This finding has not significantly changed over the past three years.

31%

Less than a third of New Zealanders agreed that 'Asian people do not mix well with New Zealanders'. Agreement with this statement has increased slightly since 2015 (from 24 percent in 2015 to 31 percent in 2016), largely driven by changing sentiment among older New Zealand Europeans.

Positive

People with more involvement with Asian peoples and cultures tended to **express more positive views about Asia and Asian people.**

Half of New Zealanders felt involved with Asian peoples or cultures in 2016

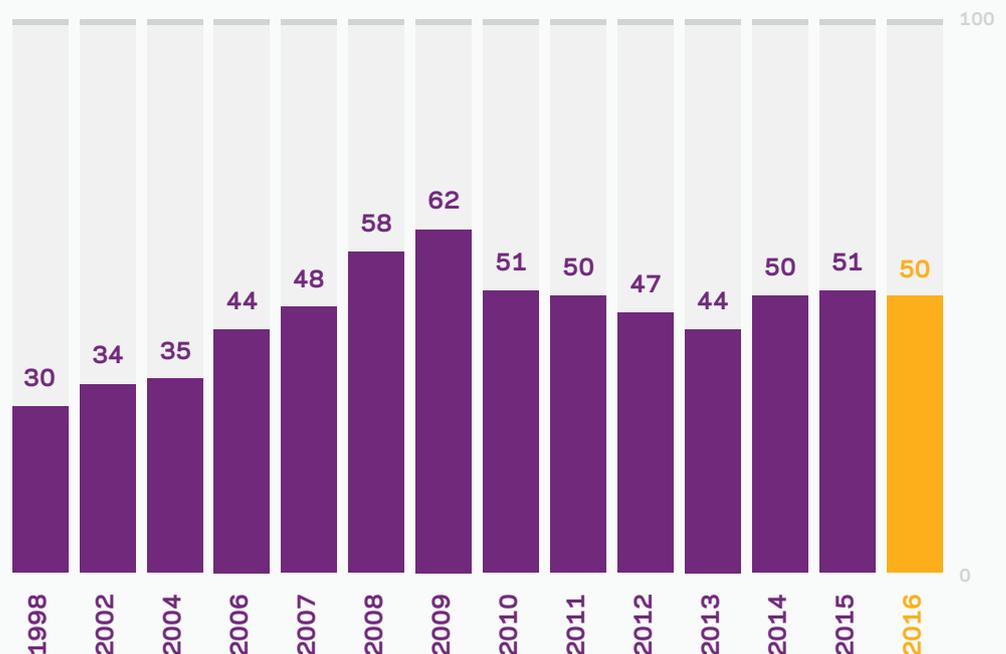
Between 2009 and 2013 the survey findings suggested a growing sense of 'disconnectedness' with Asian people in New Zealand; this was reflected in gradual decreases in perceived involvement during this period. Comments from respondents in these years implied this was due at least partly to concerns over Asian migration, New Zealand's level of unemployment, and competition for jobs following New Zealand's economic recession.

The 2014 survey, for the first time in five years, showed a significant increase in New Zealanders saying they had 'a lot' or 'a fair amount' to do with Asian peoples or cultures. Since then the findings have remained similar, with around half of New Zealanders saying they have at least a fair amount of involvement with Asian peoples or cultures (50 percent felt involved in 2016).

Figure 1
Involvement with Asian peoples or cultures

Percentage who have 'a lot' or 'a fair amount' to do with Asian peoples or cultures

Source: Q4a Base: All New Zealanders (n=approx. 1,000 per year)



Aucklanders were more likely than average to say they are involved with Asian peoples or cultures.

Figure 2
Involvement with Asian peoples or cultures in different parts of the country

Percentage who have 'a lot' or 'a fair amount' to do with Asian peoples or cultures

Source: Q4a
Base: All New Zealanders (n=1,000)



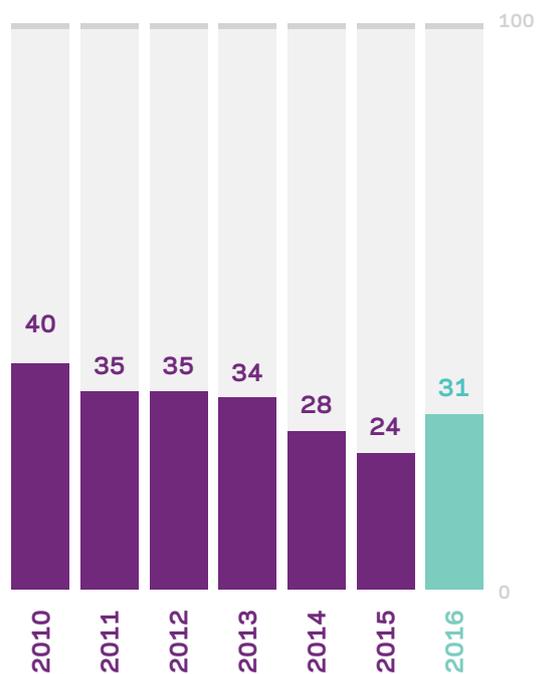
Leadership Network members from the North Asia Hui, Xi'an, China

New Zealanders tended to disagree that Asian people do not mix well with New Zealanders

New Zealanders were more likely to *disagree*, than agree, with the statement: 'Asian people do not mix well with New Zealanders'. Almost half (48 per cent) disagreed, whereas less than a third (31 per cent) agreed with the statement. However, agreement did increase slightly between 2015 and 2016 (from 25 per cent to 31 per cent). This negative increase was mainly driven by a change in views among New Zealand Europeans aged 40 years and older - agreement among this group increased from 30 per cent in 2015 to 38 per cent in 2016. If this population is excluded from the analysis then the results show no significant change between 2015 and 2016.

Figure 3
Perceived cultural integration

Percentage who agree that Asian people do not mix well with New Zealanders



Source: Q5b
Base: All New Zealanders
(n=approx. 1,000 per year)

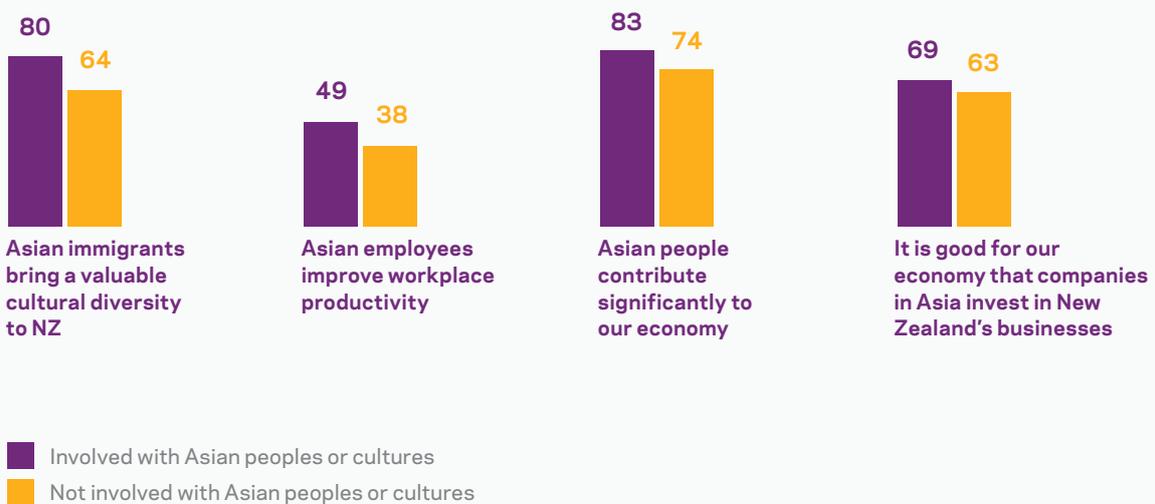
Positive feelings towards Asian people

Analysis of the survey data shows that greater involvement with Asian peoples and cultures goes hand in hand with more positive attitudes about Asian immigration, Asian people, and Asia's contribution to the New Zealand economy.

As discussed earlier, the qualitative forum revealed that those who had higher levels of involvement also tended to be more confident about their own levels of knowledge about Asia, and tended to be more interested in finding out more about Asian culture, history, and peoples.

Figure 4
Attitudes towards and involvement with, Asian peoples and cultures

Percentage agree by involvement



Source: Q4a and Q5b

Base: All New Zealanders (n=1,000)

Note: Involved = a fair amount or a lot

Not involved = not that much or not at all



Bollywood dance class, Cornwall Park District School, Auckland, New Zealand

New Zealanders' views on school children learning a non-English language

This section of the report
summarises findings relating
to children learning a non-
English language.

Key findings

8/10

Eight in ten New Zealanders (84 percent) said that school children should learn a language other than English.

53%

Just over half (53 percent) of those who thought children should learn another language said **it should be Chinese**.

However, there is a considerable gap between the languages that are seen as the most valuable to learn, and those that are widely taught in New Zealand schools.

Chinese was the most commonly named second language that New Zealand school children should learn, but over four times as many secondary school students learn French or Te Reo Māori than Chinese.

Apart from Chinese, not many other Asian languages were on the list of languages that people thought children should learn. Japanese was mentioned by around a fifth of those who thought children should learn another language. However, only small numbers mentioned other Asian languages such as Korean, Hindi, Bahasa Indonesian, and Punjabi.

Benefits

Contributors to the qualitative forum believed that learning Chinese was important because of the significant economic and cultural benefits for New Zealand and its people.

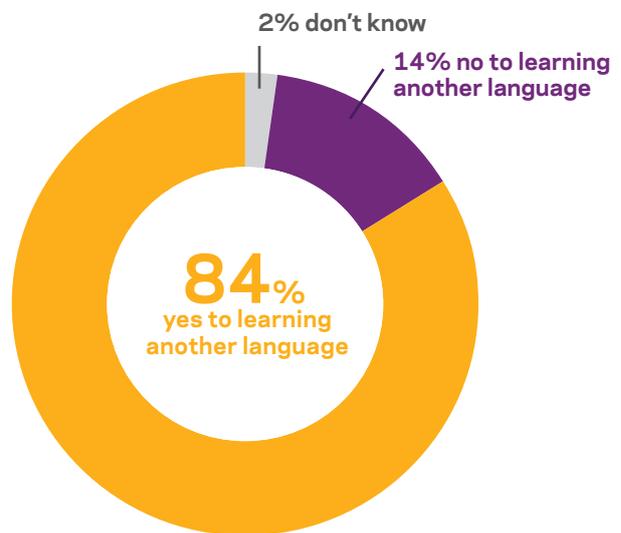
Eight in ten New Zealanders said that school children should learn a language other than English

Over eight in ten New Zealanders (84 percent) said that New Zealand school children should learn a language other than English. This has not significantly changed since the question was last asked in 2014 (when 83 percent thought this).

Māori were more likely to say that New Zealand school children should learn a language other than English (90 percent of Māori said this), as were people living in high-income households (89 percent of those with annual household incomes over \$120,000 said this).

Figure 1
Attitudes to language learning

Do you think New Zealand school children should learn a language other than English?



Source: Q2d(i)
Base: All New Zealanders (n=1,000)



Contributors to the qualitative forum identified a range of benefits from learning another language. These benefits included intellectual stimulation, understanding and respect for other cultures, and the ability to converse and engage with locals when visiting other countries.

"An awareness of other ways of viewing the world, different words and expressions, different priorities and customs of other cultures. Interest. Travel. Business. Brain growth."

A little knowledge, fair amount of involvement. Female, 50-59 years old, New Zealand European

"Because learning another language encompasses so much more than just learning words that translate into English or one's native language. Learning a language is important for school children because it opens up to them a whole new world of ideas and meaning, many of which transcend what could ever be possible in their own languages."

Fair amount of knowledge, a lot of involvement. Male, 15-17 years old, New Zealand European



Chinese is widely regarded as the non-English language children should learn

Over half of those who thought school children should learn another language said it should be Chinese. This was closely followed by Māori. Some way behind were French, Japanese, and Spanish. Only 2 percent mentioned Korean.

There is a considerable gap between the survey results and the languages most commonly taught in New Zealand secondary schools. The latest statistics published by the Ministry of Education⁸

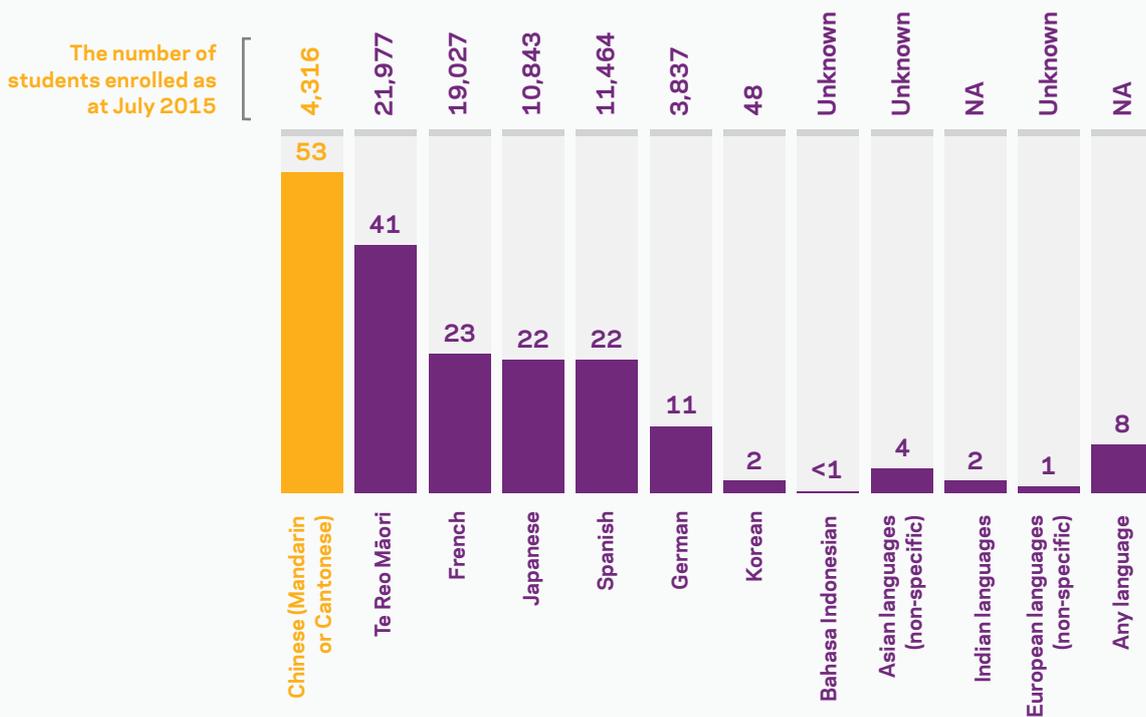
show that French and Te Reo Māori are the two most commonly taught non-English languages in New Zealand secondary schools, with 19,027 students enrolled in French and 21,977 enrolled in Te Reo Māori.

Although the number of secondary students learning Chinese has increased by 30 percent in the past two years, Chinese is still the fifth most common non-English language taught, with just 4,316 enrolments (enrolments in Te Reo Māori, French, Spanish, and Japanese are much higher).

Figure 2
Non-English languages New Zealanders think school children should learn

Percentage who think school children should learn this language

Source: Q2d(ii)
Base: New Zealanders who think school children should learn a language other than English (n=838)



⁸ Please see Secondary Subjects by Student Gender & Year Level 1996-2015, available at www.educationcounts.govt.nz/_data/assets/excel_doc/0007/144187/Secondary-Subjects-1996-2015.xlsx

Demographic differences in views about language learning

Chinese was more likely to be mentioned by the following groups:

- Males (58 percent of males who thought children should learn another language mentioned Chinese, whereas 50 percent of females who thought children should learn another language mentioned Chinese).
- Those aged under 30 (60 percent, cf. 51 percent aged over 30).

Te Reo Māori was more likely to be mentioned by the following groups as a language school children should learn:

- Māori (74 percent, cf. 36 percent of non-Māori).
- Females (46 percent, cf. 34 percent of males).
- Those aged between 30 and 59 (49 percent, cf. 33 percent of those aged under 30 and 33 percent of those aged 60 and over).

The main perceived benefit of learning Chinese was to strengthen economic and cultural connections

Contributors to the online forum considered Chinese to be a valuable language because it will strengthen economic and cultural connections with China. Contributors believed this is particularly important because of growing trade connections, tourism, and migration.

"The trade, business and cultural exchanges between China and New Zealand have been increasing exponentially. If our upcoming generations are to benefit from all the new opportunities that will develop their chances of doing so will be greatly enhanced if they learn Mandarin or Cantonese."

Fair amount of knowledge, fair amount of involvement. Female, 60-69 years old, New Zealand European

"Tourism is booming and the cultures are changing. Most people coming to our country know English, so if they are making an effort to learn another language, so should we."

A little knowledge, a lot of involvement. Female, 40-49 years old, New Zealand European

"We are receiving more visitors from China than any other country, (other) than Australia. Therefore, learning Chinese languages can translate into employment opportunities when children leave school, and will strengthen our ties with Chinese."

A little knowledge, fair amount of involvement. Female, 50-59 years old, Māori

"Chinese is probably one of the most useful languages to learn because of the many Chinese people living in New Zealand, and it is increasing every day."

Fair amount of knowledge, a lot of involvement. Male, 15-17 years old, New Zealand European

"I've seen a lot of students participate in cultural exchanges (mainly to China), and through connections at the local centre which is teaching Mandarin and Cantonese languages locally, I've gone to the cultural events like the Shaolin monks, and learned more about Asian cuisine and gone to ethnic restaurants."

A little knowledge, fair amount of involvement. Female, 35-39 years old, New Zealand European



Bhakatapur, Nepal

Background, methodology, and sample profiles

The Asia New Zealand Foundation was established in 1994 with the objective of increasing New Zealanders' understanding of, and strengthening their relationships with, the people and countries of Asia.

Since 1997 the Foundation has undertaken regular research to measure New Zealanders' perceptions of the peoples and countries of Asia. This research is the only research focused on understanding New Zealanders' views of both the barriers to and the

benefits of a relationship with Asia. The research serves as a backdrop to the Foundation's policy direction and identifies priorities for building stronger relationships with Asia and for better preparing New Zealanders to engage confidently with Asia.

The research has evolved over time,
and includes questions covering:

Perception

- Perceived importance of Asia over time
- Perceived involvement with Asian peoples and cultures
- Perceptions of Asian peoples and cultures
- Perceived knowledge of Asia

View

- Views about the benefits to New Zealand of a relationship with Asia
- Views about investment from Asia
- Views about whether Asian people are responsible for rising house prices
- Views about New Zealand school children learning a non-English language

Recall

- Recall of Asia-related events, issues, and people in the media

It should be noted that in both the survey and the follow-up qualitative forum, interviewers clearly defined 'Asia' to research participants as follows:

"When I talk about Asia or Asian countries, I will be talking about Asia as a whole. This includes countries in South East Asia, for example Thailand, Indonesia, and Malaysia, countries in South Asia, for example Pakistan, India, and Sri Lanka, and countries in North Asia, for example China, Japan, and North and South Korea."

Quantitative research methodology

One thousand telephone interviews were carried out with a random sample of New Zealanders aged 15 years and over from 22 July to 18 August 2016. A random survey of 1,000 people has a maximum margin of error of +/- 3.1 percentage points at the 95 percent confidence level.

Sampling and weighting

The survey used Random Digit Dialling (RDD). An RDD sample frame includes all households with landline telephones, including those with unlisted numbers. Telephone numbers were randomly drawn from known number ranges within New Zealand's regions, and each interviewer asked to speak with the person in the household aged 15 years or over who had the next birthday. A disproportionate sample scheme was employed to enable an analysis of the results by each of New Zealand's main cities, including Dunedin. This disproportionate sample was corrected at the weighting stage, so the overall findings are representative of New Zealand's cities and regions.

A sampling scheme that selects only one person per household is subject to a household size bias, where people from large households have a different chance of being included than people from small households. To correct for this, data were weighted by household size (defined as the number of eligible respondents who live in the household).

As this was a random sample of the population, small variations will exist between the sample and the New Zealand population. Percentages have therefore been post-weighted by age and gender to ensure that the overall results represent the population on these key variables. The weighted and unweighted sample profiles can be found in Appendix A.

Other notes

- Within the body of this report, subgroup analyses are included to add clarity to the results. Subgroup analyses include cross-tabulations with demographic variables, such as gender, age, ethnicity, and region. Reported differences are statistically significant at the 95 percent confidence level, unless otherwise specified.
- The project also included follow-up qualitative research to further explore some of the results of the quantitative survey. The qualitative research was carried out among a sample of those who took part in the survey. Details of the qualitative research are outlined below.
- Throughout this report 'New Zealanders' refers to all those living in permanent private residences in New Zealand, including those who were born in New Zealand and those who were born elsewhere.

Qualitative research methodology

The qualitative phase of this report was conducted via an online discussion forum, called an e-Qual. This was conducted after the survey was completed. Respondents to the survey were asked if they would like to take part in further research. An email about the date and time of the forum was sent to people who had agreed to be re-contacted.

Although we attempted to recruit a broad range of participants by age, gender, involvement with Asia, and self-assessed knowledge of Asia, the 24 participants in the forum had an older skew (compared with the survey respondents). In future waves it will be worth considering an alternative methodology to conduct qualitative research with younger people, such as one-on-one interviews or focus groups. The demographic breakdown of the 24 forum participants is presented in Appendix B.

Once they had logged in and given themselves usernames, which allowed them to comment without revealing their real names, respondents were shown a number of pre-loaded questions. The questions for the qualitative phase were formulated in conjunction with the Foundation to understand in more depth some of the topics and responses in the survey. A Colmar Brunton moderator probed and sought clarification from respondents if they felt more depth was required. Foundation staff also viewed the forum during the period it was live and observed comments as they were posted.

The forum was conducted over two days (22 and 23 September 2016). Each day questions were loaded. The structure was as follows:

Day 1

- **Knowledge of Asia**
exploring what forms people's knowledge about Asia and Asian people and why people feel they know or don't know about Asia
- **Perceptions of Asia**
exploring the impact of people's knowledge on people's perceptions of Asian people
- **Language learning**
understanding what people view as the benefits of learning different languages

Day 2

- **Language learning**
understanding why more people think it's important to learn Chinese than Japanese
- **Foreign investment into New Zealand**
understanding perceptions of foreign investment into New Zealand in general
- **Asian investment into New Zealand**
exploring comfort levels of different types of Asian investment, and changes in perceptions of Asian investment in New Zealand given actual investment levels

After two days, the forum was closed and respondents could not go back into the questions.

Comments from the forum were used throughout the report to illustrate key findings. These are attributed by perceived knowledge level about Asia, perceived level of involvement with Asia, gender, age, and ethnicity.

Appendix A: Survey sample profile

Demographic profile: survey

Gender and age

Gender	Unweighted percent (n=1,000)	Weighted percent (n=1,000)
Male	44%	48%
Female	56%	52%

Age	Percent (n=1,000)	Percent (n=1,000)
Under 30 years	9%	25%
30-39 years	10%	11%
40-49 years	17%	23%
50-59 years	22%	16%
60-69 years	19%	12%
70+	23%	13%

Ethnic identification

	Unweighted percent (n=1,000)	Weighted percent (n=1,000)
New Zealand European	78%	71%
New Zealand Māori	7%	10%
Pacific	3%	6%
Asian	7%	12%
Non-New Zealand European	7%	7%
Other	5%	5%

Location

	Unweighted percent (n=1,000)	Weighted percent (n=1,000)
Auckland	28%	31%
Wellington	9%	9%
Christchurch	8%	8%
Hamilton	5%	4%
Dunedin	6%	3%
Provincial city	18%	18%
Town/Rural	26%	25%

Source: Q9a, Q9b, Q9c, and RDD sample data (location)
Base: All New Zealanders (n=1,000)

Appendix B: Qualitative forum profile

Demographic profile: forum

Gender		Knowledge of Asia	
Female	17	Almost nothing	2
Male	7	A little	11
Grand total	24	A fair amount	8
		A lot	3
		Grand total	24
Age		Other languages spoken or learning	
Under 30	3	Māori	2
30-49	5	Mandarin	1
50-69	7	Japanese	2
70+	9	Gujarati	1
Grand total	24	Other	1
		None / not applicable	17
		Grand total	24
Ethnic identification			
New Zealand European	18		
Māori	1		
Chinese	2		
Indian	1		
Other	2		
Grand total	24		

Appendix C: Demographic spread of different knowledge/involvement segments

Demographic spread of segments

	First-hand knowledge: high self-reported knowledge and high perceived involvement	Conscious lack of knowledge: low self-reported knowledge and high perceived involvement	Indirect knowledge: high self-reported knowledge and low perceived involvement	Low interest: low self-reported knowledge and low perceived involvement
Base for 2015 and 2016 combined:	n=492	n=473	n=223	n=805
Female	44%	58%	43%	55%
Male	56%	42%	57%	45%
15-19	13%	11%	7%	14%
20-29	11%	12%	14%	14%
30-39	17%	12%	9%	12%
40-49	20%	26%	21%	19%
50-59	17%	20%	16%	16%
60-69	15%	11%	16%	10%
70+	7%	7%	16%	16%
New Zealand European	60%	74%	73%	82%
Māori	9%	7%	10%	14%
Pacific Island	5%	7%	5%	6%
Asian	26%	10%	8%	2%
Born in New Zealand	60%	74%	76%	85%
Born outside New Zealand	40%	26%	24%	15%

	First-hand knowledge: high self-reported knowledge and high perceived involvement	Conscious lack of knowledge: low self-reported knowledge and high perceived involvement	Indirect knowledge: high self-reported knowledge and low perceived involvement	Low interest: low self-reported knowledge and low perceived involvement
Base for 2015 and 2016 combined:	n=492	n=473	n=223	n=805
Auckland	43%	37%	24%	22%
Wellington	12%	8%	10%	7%
Christchurch	8%	9%	11%	8%
Hamilton	5%	6%	4%	4%
Dunedin	2%	3%	4%	3%
Main urbanised area (all the MAIN areas listed directly above)	70%	62%	53%	44%
Provincial cities (all other cities not mentioned above)	14%	16%	21%	22%
Towns and rural areas	16%	22%	26%	34%
Upper North Island	61%	56%	49%	45%
Lower North Island	23%	21%	23%	26%
Upper South Island	13%	14%	21%	20%
Lower South Island	3%	8%	7%	9%

As discussed in the section on knowledge, we created four segments from the research data. These were:

- **First-hand knowledge**
high self-reported knowledge and high perceived involvement.
- **Conscious lack of knowledge**
low self-reported knowledge and high perceived involvement.
- **Indirect knowledge**
high self-reported knowledge and low perceived involvement.
- **Low interest**
low self-reported knowledge and low perceived involvement.

The demographic profile of each group is described in Appendix A. In order to increase the robustness of subgroup analysis, we merged respondents from the 2015 and 2016 surveys – this allows the reader to be more confident that differences between subgroups are not the result of sampling error.

Asia New Zealand Foundation

The Asia New Zealand Foundation is New Zealand's leading non-government authority on Asia.

We are a non-partisan, non-profit organisation, set up in 1994 to build New Zealanders' knowledge and understanding of Asia. We rely on a mix of public, philanthropic and corporate funding.

With staff in Auckland and Wellington, the Foundation is overseen by a board of trustees drawn from business, community, academic and leadership backgrounds.

We are supported by a panel of honorary advisers from across Asia. This group comprises leading academics, businesspeople and current and former politicians and diplomats.

The Foundation works in partnership with influential individuals and organisations in New Zealand and Asia to provide high-level forums, culture events, international collaborations, school programmes and professional development opportunities.

Our activities cover more than 20 countries in Asia and are delivered through seven programmes.

If you would like to know more about the Asia New Zealand Foundation's activities, visit our website or join the conversation on Twitter, Facebook or LinkedIn.

Asia New Zealand Foundation

Website asianz.org.nz

Email asianz@asianz.org.nz



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